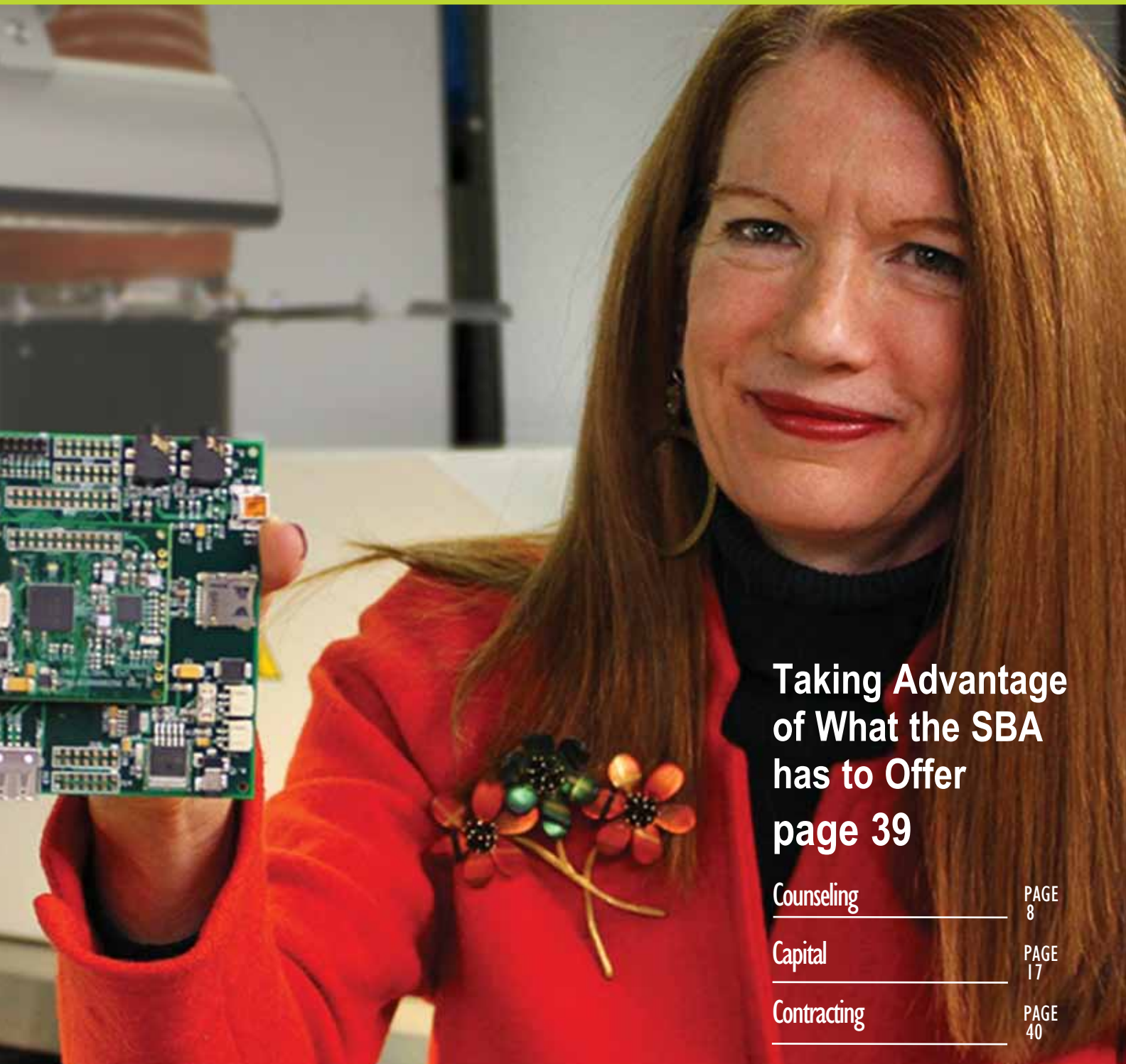




U.S. Small Business Administration

SMALL BUSINESS RESOURCE



**Taking Advantage
of What the SBA
has to Offer**
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SMALL BUSINESS content

2013-2014 WISCONSIN

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On the Cover: Deb Hamedi, owner of Electro-Connect Incorporated, of Menomonee Falls, Wisconsin, holds a computer On Module that her company manufactures.

Photography credit: Scott Sweet of BroadWing Marketing, Hartford, Wisconsin.



"WBD was wonderful in helping us receive the financing we needed to make our renovation possible and ultimately help BOH grow to where we are today."

– Ben Hanke, BOH Electronics



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800.536.6799**

FROM THE REGION V ADMINISTRATOR MARIANNE MARKOWITZ

Welcome to the 2014 edition of the U.S. Small Business Administration--Wisconsin Small Business Resource Guide.

One of my favorite parts of being Regional Administrator is that I get to travel around the Midwest meeting small business owners who are building innovative companies, many of whom have been assisted by the U.S. Small Business Administration. I can assure you, based on that experience, that aspiring and experienced entrepreneurs are in good hands with Wisconsin's SBA team.

This Resource Guide is your connection to SBA's local resources in the Badger State:

- The SBA District offices in Milwaukee and Madison;
- More than 30 SBA resource partners who can provide counseling and training by knowledgeable, experienced staff to build your skills for running your business
- The banks and community lenders who provide SBA-guaranteed capital
- Organizations who can assist your firm in becoming certified to compete for federal government contracts

And the SBA website is always available to provide program specifics, the latest news, and more than 100 free online courses.

SBA Region V—which includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin—uses a range of lending, procurement, and training programs and services to create growth opportunities for

small businesses. By lowering administrative barriers and making more funds available through banks and community organizations; by growing regional industry clusters and making early stage venture capital dollars accessible; and by expanding on the success of the Mentor-Protégé program for small businesses competing for Federal contracts, SBA is working to build on the momentum towards recovery generated for small businesses by the Jobs Act of 2010.

In both 2011 and 2012, SBA had its biggest and second biggest lending years ever, with 2013 tracking towards similar high loan volumes. And Wisconsin has consistently had one of the top loan volumes of any SBA district.

SBA Region V will continue to provide entrepreneurs with the necessary tools to succeed in today's global marketplace. I encourage you to contact the Wisconsin District Office for any questions you may have about developing your business.

Owning a business is an exciting and challenging experience. Let SBA's experienced team of partners guide you as you build a successful future for you and your business.

Sincerely,

Marianne Markowitz
Region V Administrator
U.S. Small Business Administrator

Even if you run a small business entirely alone, you don't have to feel that way.

Our Small Business Bankers are always here to help.
Talk to one today.

Stop by your nearest branch, call 1-888-340-2265
or visit bmoharris.com/smallbiz.



Making money make sense

www.sba.gov/wi
Milwaukee/Madison

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The Road to Success

*Small businesses starting with an entrepreneur and a dream
can flourish by working with SBA resources and partners.*

Welcome to the 2014 edition of the SBA Wisconsin District Office Small Business Resource guide. This publication

will provide a quick reference to the tools to help you to start, manage and grow your business in Wisconsin.

Whether your needs include access to capital, technical or management assistance, or finding out how to do business with the federal or state government and commercial markets, the SBA Wisconsin Small Business Resource Guide has the information about programs and services available to you.

It is SBA's mission to help entrepreneurs realize your potential as successful small business owners. We at SBA's Wisconsin District Office take pride in our work, particularly when it empowers you to turn your business ideas into reality. Each successful business contributes to Wisconsin's prosperity, not only for the company's owners and employees, but also for the community as a whole.

Last year, SBA Wisconsin made a difference for thousands of Wisconsin businesses through access to capital, counseling, and support for federal contracting:

- More than 1700 businesses accessed SBA-guaranteed capital with more than \$716 million loaned
- Almost 500 of these businesses were startups
- SBA Wisconsin is also working with more community-based lenders to provide access to capital to under-served communities, with more microloans and smaller loans being provided.
- More than 6000 people sought business counseling and training from SBA's 34 resource partner offices around the state, including:

- o SCORE, "Counselors to Americas Small Businesses"-21 offices
- o Small Business Development Centers-12 offices at UW extensions
- o Women's Business Centers-7 offices

Small businesses need access to the support systems that can strengthen their financial foundation as a part of our local, state, and national economic recovery. SBA and its partners are here to assist existing and new businesses to find the advice, technical assistance, access to government purchasing markets and capital needed for sustenance and growth.

The SBA Wisconsin staff is dedicated to reaching out to the small business community across Wisconsin and helping entrepreneurs start and expand successful ventures. While our offices are in Milwaukee and Madison, we frequently visit communities around the state to provide additional support to businesses, chambers of commerce, lenders, and others. Please sign up for our newsletter at www.sba.gov/wi to get updates on our events and activities. The website and the SBA mobile app can also provide helpful and detailed information, including online classes. For more resources to help you take your small business idea to the next level, I invite you to make use of this Resource Guide, contact us directly, or visit our website, www.sba.gov/wi.

Sincerely,

Eric Ness

*District Director of
Wisconsin District Office
U.S. Small Business Administration*

Doing Business in Wisconsin

■ The SBA helps business owners grow and expand their businesses every day.



THE WISCONSIN DISTRICT OFFICE

The Wisconsin District Office is responsible for the delivery of SBA's many programs and services. The District Director is Eric Ness. The District Offices are located at 310 W. Wisconsin Ave., Suite 580, Milwaukee, WI, 53203; and 740 Regent St., Suite 100, Madison, WI 53715. Office hours are from 8:00 AM until 4:30 PM, Monday through Friday.

SERVICES AVAILABLE

Financial assistance for new or existing businesses through guaranteed loans made by area bank and non-bank lenders.

Free counseling, advice and information on starting, improving or expanding a small business through "Counselors to America's Small Business;" Small

Business Development Centers (SBDs) and Women's Business Centers (WBCs). They also conduct training events throughout the district – some require a nominal registration fee.

Assistance to businesses owned and controlled by socially and economically disadvantaged individuals through the Business Development Program.

Special loan programs are available for businesses involved in international trade.

A Veterans Affairs Officer is available to assist veterans. Please contact Frank Demarest at 414-297-1099 or e-mail: frank.demarest@sba.gov.

Receive Wisconsin SBA's free newsletter that provides lenders and small businesses with up-to-date information on SBA programs and small business issues. Sign up at: www.sba.gov/wi



SUCCESS STORY

Electro-Connect, Inc.

Electro-Connect, Inc., of Menomonee Falls, WI benefits from hard work, unique strategy and SBA counseling. When it comes to running her company, Debbie Hamed is not afraid of a little competition. "We shine best with projects others shy away from tackling," Debbie said.

Debbie and her husband, Hassan, are the owners of Electro-Connect Inc., a contract manufacturing company that specializes in complex medical and industrial electronic assemblies. Electro-Connect began more than 25 years ago with a single order. Production took place in the basement of the Hamed's home.

That single order spawned an innovative company that has produced products for NASA's space station and developed anesthetic gas monitors for use in operation rooms. "In a nutshell, we're reinventing the product development process," Debbie said.

In order to better complement Electro-Connect, Debbie and her husband founded an engineering firm: D&H Global Enterprises. Through D&H, the couple developed the

Rockhopper which is the "only completely open source Computer On module," or in other words, a universal controller for electronic devices.

Debbie learned how to expand her business through the SBA's E200 classes, a curriculum geared towards assisting women and minority entrepreneurs better manage and market their businesses. The classes rely on the expertise of local business experts, who educate participants on topics such as government contracts, obtaining capital and strategic planning.

"As a direct result of the E200 classes—I am now focused on directing my companies rather than on the daily routine of running them," she said. Robert Giesfeldt, Lead Business Development Specialist at the SBA's Wisconsin District Office, said "Debbie is able to effectively run her business because she knows it so well." "She wears many hats in her business," Giesfeldt said. "Debbie is always trying to improve her company."

Debbie highlights this point when describing how she put what she learned at the E200 classes to use in her business. She now looks at financial records differently and makes a point to ask her accountant pointed questions about growing her business. Debbie hopes to put this knowledge to good use in the near future "I'm planning for a larger team of employees, a bigger facility, and I hope to see the numbers double financially over the next three to five years," she said. "Some great technological work is being done here." "It's very exciting."

We Welcome Your Questions

For extra copies of this publication or questions please email Wisconsin@sba.gov or contact:

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TDD: 608-441-5333

E-mail: wisconsin@sba.gov
Website: www.sba.gov/wi

COUNSELING

Getting Help to Start Up, Market and Manage Your Business

COUNSELING



Every year, the U.S. Small Business Administration and its nationwide network of resource partners help millions of potential and existing small business owners start, grow and succeed.

Whether your target market is global or just your neighborhood, the SBA and its resource partners can help at every stage of turning your entrepreneurial dream into a thriving business.

If you're just starting out, the SBA and its resources can help you with business and financing plans. If you're already in business, you can use the SBA's resources to help manage and expand your business, obtain government contracts, recover from disaster, find foreign markets, and make your voice heard in the federal government.

You can access SBA information at www.sba.gov or visit one of our local offices for assistance.

SBA'S RESOURCE PARTNERS

In addition to our district offices which serve every state and territory, the SBA works with a variety of local resource partners to meet your small business needs: SCORE chapters, Small Business Development Centers (SBDCs), and Women's Business Centers (WBCs). This partner network reaches into communities across America: More than 13,000 business counselors, mentors and trainers available

through over 900 Small Business Development Centers, 110 Women's Business Centers and 350 SCORE chapters. These professionals can help with writing a formal business plan, locating sources of financial assistance, managing and expanding your business, finding opportunities to sell your goods or services to the government, and recovering from disaster. To find your local district office or SBA resource partner, visit www.sba.gov/sba-direct.

SCORE

SCORE is a national network of more than 13,000 entrepreneurs, business leaders and executives who volunteer as mentors to America's small businesses. SCORE leverages decades of experience from seasoned business professionals to help small businesses start, grow companies and create jobs in local communities. SCORE does this by harnessing the passion and knowledge of individuals who have owned and managed their own businesses and want to share this "real world" expertise with you.

Found in more than 350 offices and 800 locations throughout the country, SCORE provides key services – both face-to-face and online – to busy entrepreneurs who are just getting started or in need of a seasoned business professional as a sounding board for their existing business. As members of your community, SCORE mentors understand local business licensing rules, economic conditions and important networks. SCORE can help you as they have done for more than 10 million clients by:

- Matching your specific needs with a business mentor
- Traveling to your place of business for an on-site evaluation
- Teaming with several SCORE mentors to provide you with tailored assistance in a number of business areas

Across the country, SCORE offers more than 10,000 local business training workshops and seminars ranging in topic and scope depending on the needs of the local business community such as offering an introduction to the fundamentals of a business plan, managing cash flow and marketing your business. For established businesses, SCORE offers more in-depth training in areas like customer service, hiring practices and home-based businesses.

For around-the-clock business advice and information on the latest trends go to the SCORE website (www.score.org). More than 1,200 online mentors with over 800 business skill sets answer your questions about starting and running a business. In fiscal year 2012, SCORE mentors served 460,000 entrepreneurs.

For information on SCORE and to get your own business mentor, visit www.sba.gov/score, go to www.SCORE.org or call 1-800-634-0245 for the SCORE office nearest you.

ON THE UPSIDE

It's true, there are a lot of reasons not to start your own business. But for the right person, the advantages of business ownership far outweigh the risks.

- You get to be your own boss.
- Hard work and long hours directly benefit you, rather than increasing profits for someone else.
- Earnings and growth potential are unlimited.
- Running a business will provide endless variety, challenge and opportunities to learn.

Wisconsin SCORE Counseling Centers

Central Wisconsin – CHAPTER 535

700 S. Central Ave.
Marshfield, WI 54449
715-384-3454
<http://centralwisconsin.score.org>
Counties Served: Adams, Clark, Juneau,
Portage, Taylor and Wood

Convention & Visitors Bureau
340 Division St.
Steven Point, WI 54481

North Central Community Action
2111 8th St. S.
Wisconsin Rapids, WI 54495
715-424-2581

Fox Cities – CHAPTER 382

125 N. Superior St./P.O. Box 1855
Appleton, WI 54912
920-734-7101
<http://foxcities.score.org>
Counties Served: Calumet, Fond du Lac,
Green Lake, Marquette, Outagamie,
Waupaca, Waushara and Winnebago

120 Jackson St.
Oshkosh, WI 54901
920-303-2266

Green Bay – CHAPTER 508

Advance Business & MFG. Center
2701 Larsen Rd.
Green Bay, WI 54303
920-222-2167
GreenBayScore@gmail.com
www.greenbay.score.org
Counties Served: Brown, Door, Oconto,
Kewaunee, Manitowoc, Marinette and
Menomonee

EDC of Manitowoc County
202 N. Eight St.
Manitowoc, WI 54220
920-482-0540

Madison – CHAPTER 145

505 S. Rosa Rd., Rm. 37
Madison, WI 53719
608-441-2820 • 608-441-2821 Fax
Madison.score@scorevolunteer.org
www.madison.score.org
Counties Served: Columbia, Crawford, Dane,
Grant, Green, Iowa, Lafayette, Richland and
Sauk.

Mississippi River Valley CHAPTER 409 – La Crosse

712 Main St.
LaCrosse, WI 54601
608-784-4880
<http://mississippirivervalley.score.org>
Counties Served: Buffalo, Jackson, La Crosse,
Monroe, Trempealeau and Vernon.

Rock County – CHAPTER 574

605 Fulton Ave.
Rockford, IL 61103
815-962-0122
www.northernillinois.score.org

Southeast Wisconsin – CHAPTER 28

Reuss Federal Bldg.
310 W. Wisconsin Ave., Ste. 585
Milwaukee, WI 53202
414-297-3942 • 414-297-1377 Fax
www.scoresewisconsin.org
Counties Served: Dodge, Kenosha, Jefferson,
Milwaukee, Racine, Ozaukee, Sheboygan,
Walworth, Washington and Waukesha

Other SE Wisconsin Locations

c/o COC
N88 W16621 Appleton Ave.
Menomonee Falls, WI 53052
262-251-2430

Olympia Resort & Conf. Center
1350 Royale Mile Rd.
Oconomowoc, WI 53066
414-297-3942

1515 16th St.
Racine, WI 53403
262-632-3274

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Sheboygan, WI 53081
920-457-9491

710 N. 8th St.
Sheboygan, WI 53081
920-457-9491

400 University Ave.
West Bend, WI 53095
262-338-2666

Wausau – CHAPTER 447

200 Washington St., Ste. 120
Wausau, WI 54402

715-845-6231

and

3375 Airport Rd.
Rhinelander, WI 54501
715-369-9110

<http://wausau.score.org>

Counties Served: Clark, Florence, Forest, Iron,
Langlade, Lincoln, Marathon, Oneida, Price,
Shawano, Taylor and Vilas

Western Wisconsin – CHAPTER 362

Federal Bldg., 500 S. Barstow

Eau Claire, WI 54701

715-834-1573

<http://www.score-eauclaire.org>

Counties Served: Barron, Dunn, Chippewa,
Eau Claire, Pepin, Pierce, Polk, Rusk and
St. Croix

SMALL BUSINESS DEVELOPMENT CENTERS

The U.S. Small Business Administration's Small Business Development Centers (SBDC) mission is to build, sustain, and grow small businesses; as well as to promote small business development and enhance local economies by creating businesses and fulfilling its mission of creating jobs.

The Small Business Development Centers, vital to SBA's entrepreneurial outreach, have been providing service to small businesses for more than 30 years. It is one of the largest professional small business management and technical assistance networks in the nation. With over 900 locations across the country, SBDCs offer existing and future entrepreneurs free one-on-one expert business advice and low-cost training by qualified small business professionals to existing and future entrepreneurs.

In addition to its core services, the SBDCs offer special focus areas such as green business technology, disaster recovery and preparedness, international trade assistance, veteran's assistance, technology transfer and regulatory compliance.

The program combines a unique combination of federal, state and private sector resources to provide, in every

state and territory, the foundation for the economic growth of small businesses. The return on investment is demonstrated by the program's success during 2012

- Assisted more than 14,300 entrepreneurs to start new businesses – equating to nearly 40 new business starts per day.
- Provided counseling services to more than 111,000 emerging entrepreneurs and over 101,000 existing businesses.
- Provided training services to approximately 332,000 clients.

The efficacy of the SBDC program has been validated by a nationwide impact study. Of the clients surveyed, more than 80 percent reported that the business assistance they received from the SBDC counselor was worthwhile. Similarly, more than 70 percent reported that SBDC guidance was beneficial in making the decision to start a business. More than 40 percent of long-term clients, those receiving five hours or more of counseling, reported an increase in sales and 38 percent reported an increase in profit margins.

For information on the SBDC program, visit www.sba.gov/sbdc.

Wisconsin Small Business Development Centers

Wisconsin SBDC State Office

Mark Lange

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www.wisconsinsbdc.org

If you have business-related questions, contact Wisconsin's SBDC Business Answer Line:

608-263-7680 or 800-940-7232. Visit online www.wisconsinsbdc.org/answerline.htm

Eau Claire SBDC

Counties Served: Barron, Chippewa, Clark,

Dunn, Eau Claire, Pepin, Rusk and Taylor

Jim Mishefske, Director

UW Eau Claire Continuing Education

210 Water St.

Eau Claire, WI 54702-4004

715-836-3636 or 866-893-2423

715-836-5263 Fax

mishefj@uwec.edu

www.uwec.edu/CE/cbs/aboutsbdc.htm

Green Bay SBDC

Counties Served: Brown, Calumet, Door, Florence, Forest, Kewaunee, Manitowoc, Marinette, Menominee, Oconto and Shawano

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Green Bay, WI 54303

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sbdc@uwgb.edu

www.uwgb.edu/sbdc

La Crosse SBDC

Counties Served: Buffalo, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon.

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1701 Badger Street

La Crosse, WI 54601

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Madison SBDC

Counties Served: Columbia, Dane and Sauk

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Milwaukee SBDC

Counties Served: Milwaukee, Ozaukee and Washington

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UWM School of Continuing Education

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sbdc@uwm.edu

www4.uwm.edu/SCE/dci.cfm?id=15

Oshkosh SBDC

Counties Served: Fond du Lac, Green Lake, Marquette, Outagamie, Sheboygan, Waushara and Winnebago

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Oshkosh, WI 54901-3551

920-424-1453 or 800-232-8939

www.uwosh.edu/cob/sbdc

UW Parkside SBDC

Counties Served: Kenosha and Racine

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Kenosha, WI 53144

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mcphaul@uwp.edu

www.parksidesbdc.com/

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 smithga@uwplatt.edu
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River Falls SBDC

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 410 S. Third St., South Hall, Rm. 128
 River Falls, WI 54022
 715-425-0620 • 715-425-0707 Fax
 steven.e.dewald@uwrf.edu
 www.uwrf.edu/CBE/SBDC.cfm

Stevens Point SBDC

Counties Served: Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca and Wood
 Vicki Lobermeier, Director of Entrepreneurship Activities/SBDC
 University of Stevens Point
 2100 Main St., 103 Old Main Bldg.
 Stevens Point, WI 54481
 800-898-9472 or 715-346-3838
 715-346-3504 Fax
 vloberme@uwsp.edu
 www.uwsp.edu/conted/sbdc/

Superior SBDC

Counties Served: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer and Washburn
 Julianne Raymond, Director
 University of Wisconsin–Superior
 Erlanson 305, Belknap and Catlin
 Superior, WI 54880
 715-394-8351 or 800-410-8351
 715-394-8180 Fax
 jraymond@uwsuper.edu
 www.uwsuper.edu/sbdc

SBDC Whitewater

Counties Served: Dodge, Jefferson, Rock, Walworth and Waukesha
 Bud Gayhart, Director
 University of Wisconsin Whitewater
 1200 Hyland Hall
 Whitewater, WI 53190
 262-472-3217 • 262-472-1600 Fax
 ask-sbdc@uww.edu
 www.uww.edu/sbdc/
 UW-Whitewater SBDC has an office located in Janesville at 18 S Jackson St. Hours are by appointment only, call 262-472-3217

SPECIALTY CENTERS**Stout Technology Transfer Institute**

Randy Hulke, Director
 UW-Stout
 278 Jarvis Hall
 Menomonie, WI 54751
 715-232-2565
 discoverycenter@uwstout.edu
 www.uwstout.edu/stti/index.cfm

Wisconsin Innovation Service Center

University of Whitewater
 Bud Gayhart, Director
 1200 Hyland Rd.
 Whitewater, WI 53190
 262-472-1365
 innovate@uww.edu
 www.uww.edu/wisc/

Wisconsin Business AnswerLine

975 University Ave., Ste. 3260
 Madison, WI 53706
 608-263-7680 or 800-940-7232
 Contact: Rena Gelman
 Email Form: <https://secure.wisconsinsbdc.org/busanswer/>
 www.wisconsinsbdc.org

WOMEN'S BUSINESS CENTERS

The SBA's Women Business Center (WBC) program is a network of over 100 community-based centers that provide business training, counseling coaching, mentoring and other assistance geared toward women, particularly those who are socially and economically disadvantaged. WBCs are located in nearly every state and U.S. territory including the District of Columbia and the territories of Puerto Rico and American Samoa. They are partially funded through a cooperative agreement with the SBA.

To meet the needs of women entrepreneurs, WBCs offer services at convenient times and locations, including evenings and weekends. WBCs are located within non-profit host organizations that offer a wide variety of services in addition to the services provided by the WBC. Many of the WBCs also offer training and counseling and provide materials in different languages in order to meet the diverse needs of the communities they serve.

WBCs often deliver their services through long-term training or group counseling, both of which have shown to be effective. WBC training courses are often free or are offered at a small fee. Some centers will also offer scholarships based on the client's needs.

While most WBCs are physically located in one designated location, a number of WBCs also provide courses and counseling via the Internet, mobile classrooms and satellite locations. WBCs have a track record of success. In fiscal year 2012, the WBC program counseled and trained over 136,000 clients, creating local economic growth and vitality. In addition, WBCs helped entrepreneurs access more than \$40 million dollars in capital. Based on a 2010 Impact Study, of the WBC

clients that have received three or more hours of counseling, 15 percent indicated that the services led to hiring new staff, 34 percent indicated that the services led to an increased profit margin, and 47 percent indicated that the services led to an increase in sales.

In addition, the WBC program has taken a lead in preparing women business owners to apply for the Women-Owned Small Business (WOSB) Federal Contract program that authorizes contracting officers to set aside certain federal contracts for eligible women-owned small businesses or economically disadvantaged women-owned small businesses. For more information on the program, visit www.sba.gov/wosb.

To find the nearest SBA WBC, visit www.sba.gov/women.

WOMEN BUSINESS CENTERS**Northeast Entrepreneur Fund's Women Business Center**

Serves Douglas County
 Christy Clay, Center Director
 202 W. Superior St., Ste. 311
 Duluth, MN 55802
 218-623-5729
 christyc@entrepreneurfund.org
 www.entrepreneurfund.org
 and
 Superior Office (by appt. only)
 (old post office bldg.)
 1401 Tower Ave., Ste. 302
 Superior, WI 54880
 800-422-0374
 christyc@entrepreneurfund.org

Western Dairyland Women's Business Center (WDWBC)

418 Wisconsin Ave.
 Eau Claire, WI 54703
 Karman Briggs, Director of Jobs & Business Development
 715-836-7511 ext. 174
 715-836-7580 Fax
 kbriggs@westerndairyland.org
 and
 23122 Whitehall Rd.
 Independence, WI 54747
 715-985-2391 ext. 242 or
 800-782-1063 ext. 242
 715-985-3239 Fax
 www.WesternDairyland.org/
 www.SuccessfulBusiness.org/

WI Women's Business Initiative Corp. (WWBIC)

Wendy Baumann, President/CVO
 Amber Miller, Project Director
 2745 N. Dr. Martin Luther King Jr. Dr.
 Milwaukee, WI 53212
 414-263-5450 • 414-263-5456 Fax
 info@wwbic.com
 www.wwbic.com

WI Women's Business Initiative Corp. (WWBIC)

Deborah Ellis-Brock, Program Director
2300 S. Park St., Ste. 103
Madison, WI 53713
608-257-5450 • 608-257-5454 Fax
info@wwbic.com
www.wwbic.com

WI Women's Business Initiative Corp. (WWBIC)

Heather Lux, Southeast Project Director
Kenosha Chamber of Commerce
600 52nd St., Ste. 130
Kenosha, WI 53140
262-925-2840 • 262-925-2855 Fax
info@wwbic.com
www.wwbic.com

Hopes Center of Racine

506 7th St.
Racine, WI 53403
262-898-2940
info@wwbic.com
www.wwbic.com

OTHER WOMEN BUSINESS RESOURCES**Women's Business Owner Network**

P.O. Box 270085
Milwaukee, WI 53227
Cheryl Muskus
414-563-0200
www.wbonwi.com/
cmuskus@muskusmgmt.com

Wisconsin Women Entrepreneurs Greater Milwaukee, Inc.

P.O. Box 26124
Wauwatosa, WI 53226
Andrea Zahn, President
414-939-9552
info@wwe-gm.org
www.wwe-gm.org

Wisconsin Women Entrepreneurs, Southcentral, Inc.

2110 Luann Ln.
Madison, WI 53713
608-442-1924
contact@wwe-southcentral.org
http://wwe-southcentral.com/

Wisconsin Women Entrepreneurs

Kristi Schaeffer, President
Kenosha/Racine
P.O. Box 132
Racine, WI 53401
262-632-7993
www.wwe.org/

Wisconsin African American Women, LTD (WAAW)

3020 W. Vliet St.
Milwaukee, WI 53208
POC: Josephine Hill, President/Founder
414-933-1652
http://waawcenter.com/

EMERGING LEADERS INITIATIVE

The SBA's Emerging Leaders Initiative is currently hosted in 27 markets across the country using a nationally demonstrated curriculum that supports the growth and development of small firms that have substantial potential for expansion and community impact. A competitive selection process results in company executives participating in high-level training and peer-networking sessions led by professional instructors.

Post-training, economic impact results from responding executives from the 2009 – 2011 cohorts indicate:

- Significant revenue growth with respondents averaging \$1.8M year-to-year increases (67 percent increase in annual revenue on average).
- Creation of 908 new full time positions; an average job creation rate of 1.9 jobs per business.
- Nearly half of the participants secured federal, state, local and tribal contracts with a cumulative total of \$330 million. This figure has increased each year since the initiative's inception.
- Respondents accessed \$26,381,044 in new financing (excluding lines of credit) since graduating the program and implementing their growth plans, a 27 percent increase compared to the previous year.

To find out more about this executive-level training opportunity, please visit www.sba.gov/emergingleaders for host cities, training schedules, and selection criteria.

SBA'S ONLINE TOOLS AND TRAINING

SBA's Online Learning Center is a virtual campus complete with free online courses, workshops, podcasts, learning tools and business-readiness assessments.

Key Features of the SBA's Online Learning Center:

Training is available anytime and anywhere — all you need is a computer (or mobile device) with Internet access.

- More than 30 free online courses and workshops available.
- Templates and samples to get your business planning underway.
- Online, interactive assessment tools are featured and used to direct clients to appropriate training.

Course topics include tutorials on writing a business plan, financing strategies that include SBA lending programs, mastering overseas markets through exporting, public sector procurement tactics, and specialty material for veterans, young entrepreneurs, and women business owners. This robust portal also includes video content, e-books, templates and articles.

Visit www.sba.gov/training for these free resources.

SBA'S CLUSTER INITIATIVE

Every small business must effectively connect into the key relationships necessary to drive success in its particular industry or market sector. Regional Innovation Clusters act as a networking hub to connect small businesses in a particular industry sector and geographic region with other business innovators in the same sector and with specialized suppliers, research institutions, large prime customers and investors who also operate in that sector. In addition, market success requires small businesses to know their customers and target their product development dollars efficiently. Therefore, through intensive, industry-specific technical assistance, our Clusters help small business innovators commercialize promising technologies needed by government and industry buyers in that particular sector. And then, through showcasing, networking and "demonstration events," they help get these small businesses and their products in front of investment and other funding sources, research institutions and customers/buyers in order to bring products to market.

Across the country, our resource partners work with our regional innovation clusters: The resource partners provide the businesses with information and coaching on the key building blocks of business success, while the cluster experts help them with the highly technical product development and relationship-building assistance necessary to get and keep customers and investors in their particular market sector (such as smart-grid, fuel cell energy storage, solar cells, imaging, aerospace, and agricultural processing technologies and networks).

For more information on SBA's Cluster Initiative generally, go to www.sba.gov/clusters.

REACHING UNDERSERVED COMMUNITIES

The SBA also offers a number of programs specifically designed to meet the needs of the underserved communities.

WOMEN BUSINESS OWNERS

Women entrepreneurs are changing the face of America's economy. In the 1970s, women owned less than 5 percent of the nation's businesses.

Today, they are majority owners of about a third of the nation's small businesses and are at least equal owners of about half of all small businesses. SBA serves women entrepreneurs nationwide through its various programs and services, some of which are designed especially for women.

The SBA's Office of Women's Business Ownership (OWBO) serves as an advocate for women-owned businesses. The office oversees a nationwide network of 110 Women's Business Centers that provide business training, counseling and mentoring geared specifically to women, especially those who are socially and economically disadvantaged. The program is a public-private partnership with locally-based nonprofits.

Women's Business Centers serve a wide variety of geographic areas, population densities, and economic environments, including urban, suburban, and rural. Local economies vary from depressed to thriving, and range from metropolitan areas to entire states. Each Women's Business Center tailors its services to the needs of its individual community, but all offer a variety of innovative programs, often including courses in different languages. They provide training in finance, management, and marketing, as well as access to all of the SBA's financial and procurement assistance programs.

VETERAN BUSINESS OWNERS

The Office of Veterans Business Development (OVBD), established with Public Law 106-50, has taken strides in expanding assistance to veteran, service-disabled veteran small business owners and Reservists by ensuring they have access to SBA's full-range of business/technical assistance programs and services, and they receive special consideration for SBA's entrepreneurial programs and resources.

The SBA's Veterans Office provides funding and collaborative assistance for a number of special initiatives targeting local veterans, service-disabled veterans, and Reserve Component members. These initiatives include Veterans Business Outreach Centers (VBOCs), the business assistance tools –Balancing Business and Deployment, and Getting Veterans Back to Business, which includes interactive CD ROMs for reservists to help prepare for mobilization and/or reestablishment of businesses upon return from active duty.

The agency offers special assistance for small businesses owned by activated Reserve and National Guard members. Any self-employed Reserve or Guard member with an existing SBA loan can request from their SBA lender or SBA district office loan payment deferrals, interest rate reductions and other relief after they receive their activation orders. In addition, the SBA offers special low-interest-rate financing to small businesses when an owner or essential employee is called to active duty. The Military Reservist Economic Injury Disaster Loan Program (MREIDL) provides loans up to \$2 million to eligible small businesses to cover operating costs that cannot be met due to the loss of an essential employee called to active duty in the Reserves or National Guard.

Each of the SBA's 68 District Offices also has a designated veteran's business development officer. These local points-of-contact assist veteran small business owners/entrepreneurs with starting, managing and growing successful small firms. Yearly, OVBD reaches thousands of veterans, Reserve component members, transitioning service members and others who are – or who want to become – entrepreneurs and small business owners. In fiscal year 2011, the number of veterans assisted through OVBD programs exceeded 135,000. For more information about OVBD, please visit www.sba.gov/vets.

VETERANS BUSINESS OUTREACH CENTERS

The Veterans Business Outreach Program (VBOP) is designed to provide entrepreneurial development services such as business training, counseling and mentoring, and referrals for eligible veterans owning or considering starting a small business. The SBA has 15 organizations participating in this cooperative agreement and serving as Veterans Business Outreach Centers (VBOC) across the country. Services provided by VBOC's include: Pre-Business Plan Workshops, Concept Assessments, Business Plan Preparations, Comprehensive Feasibility Analysis, Entrepreneurial



REACHING UNDERSERVED COMMUNITIES

Training and Counseling, Mentorship, and other business-development related services.

VBOCs also provide assistance and training in such areas as international trade, franchising, Internet marketing, accounting, etc. For a VBOC directory, please visit www.sba.gov/vets. Wisconsin's SBA Veteran Representative is Frank Demarest, he can be reached at 414-297-1099 or e-mail: frank.demarest@sba.gov.

ADDITIONAL RESOURCES FOR VETERANS

DryHootch

1030 E. Brady St.
Milwaukee, WI
414-763-2785
veterans@dryhootch.org
<http://dryhootch.org/>

Veteran Office of Small and Disadvantaged Business Utilization
www.va.gov/osdbu/

Wisconsin Department of Veterans Affairs
<http://dva.state.wi.us/>

VETERANS AND RESERVISTS BUSINESS DEVELOPMENT

Veterans, service-disabled veterans and Reserve and National Guard member entrepreneurs receive special consideration in some of SBA's entrepreneurial programs and resources. Each year, the Office of Veterans Business Development (OVBD) reaches thousands of veterans, Reserve Component members, transitioning service members and others who are – or who want to become – entrepreneurs and small business owners. OVBD develops and distributes informational materials for entrepreneurship such as, Getting Veterans Back to Business, Balancing Business with Deployment. In addition, there are 15 Veterans Business Outreach Centers strategically located throughout the country that provide both online and in-person training, counseling, mentoring, workshops, referrals, and more. Each of the SBA's 68 District Offices also has a designated veteran's business development officer (www.sba.gov/districtoffices).

Among the SBA's unique services for veterans are programs such as, Boots to Business; Entrepreneurship Boot Camp

for Veterans with Disabilities; VWISE; and Operation Endure and Grow. For more information about these programs, please visit www.sba.gov/vets.

NATIONAL BOOTS TO BUSINESS INITIATIVE

The aptly named Operation Boots to Business program (B2B) builds on SBA's role as a national leader in entrepreneurship training. B2B aims to provide exposure to entrepreneurship to the 250,000 service members who transition from the military each year. The B2B two-day Entrepreneurship Training is an optional track in the Department of State's revitalized Transition Goals, Plans and Success (GPS) program -- formerly called Transition Assistance Program/TAP -- and is conducted on military installations. Through B2B, SBA's extensive network of resource partners will collaboratively deliver face-to-face introductory entrepreneurship training, developed in collaboration with Syracuse University's Institute for Veterans and Military Families (IVMF). For those service members who complete the two-day B2B class and are interested in more detailed and intensive training, SBA offers a continuation of B2B via an 8-week online business plan training course. The 8-week online curriculum was also developed in collaboration with and is delivered by IVMF. Of course, counselors and mentors from SBA's resource partner network remain available to work with service members throughout B2B and thereafter as these service members start and grow their businesses.

B2B piloted at several military installations in 2012 and is currently being implemented nationwide during 2013. For more information about B2B, please visit www.sba.gov/bootstobusiness.

CENTER FOR FAITH-BASED AND NEIGHBORHOOD PARTNERSHIPS

Faith-Based and Neighborhood organizations know their communities, and they have earned the trust of the communities they serve. As a result, they are uniquely positioned to build awareness of programs that encourage entrepreneurship, economic growth and job creation.

The SBA is committed to reaching out to faith-based and community organizations to enlist their support in informing their congregants, members and neighbors about SBA's programs. In particular, faith-based and community non-profit organizations can provide a local financing option for entrepreneurs by becoming SBA Microloan Intermediaries. An SBA Microloan Intermediary often acts as a bank for entrepreneurs and small businesses that might otherwise be unable to access capital.

NATIVE AMERICAN BUSINESS DEVELOPMENT

The SBA Office of Native American Affairs (ONAA) ensures American Indians, Alaska Natives and Native Hawaiians seeking to create, develop and expand small businesses have full access to the necessary business development and expansion tools available through the agency's entrepreneurial development, lending, and contracting programs.

The office provides a network of training (including the online tool "Small Business Primer: Strategies for Growth"), initiatives that include a Native American Entrepreneurial Empowerment Workshop and Native American Emerging Leaders (formerly e200). ONAA also is responsible for consulting with tribal governments prior to finalizing SBA policies that may have tribal implications.

Visit www.sba.gov/naa for more information. Contact Bob Giesfeldt, Native American Representative for Wisconsin SBA at 414-297-1455 or e-mail: robert.giesfeldt@sba.gov.



Most new business owners who succeed have planned for every phase of their success. Thomas Edison, the great American inventor, once said, "Genius is 1 percent inspiration and 99 percent perspiration." That same philosophy also applies to starting a business.

First, you'll need to generate a little bit of perspiration deciding whether you're the right type of person to start your own business.

IS ENTREPRENEURSHIP FOR YOU?

There is simply no way to eliminate all the risks associated with starting a small business, but you can improve your chances of success with good planning, preparation and insight. Start by evaluating your strengths and weaknesses as a potential owner and manager of a small business. Carefully consider each of the following questions:

- **Are you a self-starter?** It will be entirely up to you to develop projects, organize your time, and follow through on details.
- **How well do you get along with different personalities?** Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers, employees and professionals such as lawyers, accountants, or consultants. Can you deal with a demanding client, an unreliable vendor, or a cranky receptionist if your business interests demand it?
- **How good are you at making decisions?** Small business owners are required to make decisions constantly — often quickly, independently, and under pressure.
- **Do you have the physical and emotional stamina to run a business?** Business ownership can be exciting, but it's also a lot of work. Can you face six or seven 12-hour workdays every week?
- **How well do you plan and organize?** Research indicates that poor planning is responsible for most business failures. Good organization — of financials, inventory, schedules, and production — can help you avoid many pitfalls.
- **Is your drive strong enough?** Running a business can wear you down emotionally. Some business owners burn out quickly from having to carry all the responsibility for the success of their business on their

own shoulders. Strong motivation will help you survive slowdowns and periods of burnout.

- **How will the business affect your family?** The first few years of business start-up can be hard on family life. It's important for family members to know what to expect and for you to be able to trust that they will support you during this time. There also may be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk.

Once you've answered these questions, you should consider what type of business you want to start. Businesses can include franchises, at-home businesses, online businesses, brick-and-mortar stores or any combination of those.

FRANCHISING

There are more than 3,000 business franchises. The challenge is to decide on one that both interests you and is a good investment. Many franchising experts suggest that you comparison shop by looking at multiple franchise opportunities before deciding on the one that's right for you.

Some of the things you should look at when evaluating a franchise: historical profitability, effective financial management and other controls, a good image, integrity and commitment, and a successful industry.

In the simplest form of franchising, while you own the business, its operation is governed by the terms of the franchise agreement. For many, this is the chief benefit for franchising. You are able to capitalize on a business format, trade name, trademark and/or support system provided by the franchisor. But you operate as an independent contractor with the ability to make a profit or sustain a loss commensurate with your ownership.

If you are concerned about starting an independent business venture, then franchising may be an option for you. Remember that hard work, dedication and sacrifice are key elements in the success of any business venture, including a franchise.

Visit www.sba.gov/franchise for more information.

HOME-BASED BUSINESSES

Going to work used to mean traveling from home to a plant, store or office. Today, many people do some or all their work at home.

Getting Started

Before diving headfirst into a home-based business, you must know why you are doing it. To succeed, your business must be based on something greater than a desire to be your own boss. You must plan and make improvements and adjustments along the road.

Working under the same roof where your family lives may not prove to be as easy as it seems. One suggestion is to set up a separate office in your home to create a professional environment.

Ask yourself these questions:

- Can I switch from home responsibilities to business work easily?
- Do I have the self-discipline to maintain schedules while at home?
- Can I deal with the isolation of working from home?

Legal Requirements

A home-based business is subject to many of the same laws and regulations affecting other businesses.

Some general areas include:

- **Zoning regulations.** If your business operates in violation of them, you could be fined or shut down.
- **Product restrictions.** Certain products cannot be produced in the home. Most states outlaw home production of fireworks, drugs, poisons, explosives, sanitary or medical products and toys. Some states also prohibit home-based businesses from making food, drink or clothing.

Be sure to consult an attorney and your local and state departments of labor and health to find out which laws and regulations will affect your business. Additionally, check on registration and accounting requirements needed to open your home-based business. You may need a work certificate or license from the state. Your business name may need to be registered with the state. A separate business telephone and bank account are good business practices.

Also remember, if you have employees you are responsible for withholding income and Social-Security taxes, and for complying with minimum wage and employee health and safety laws.

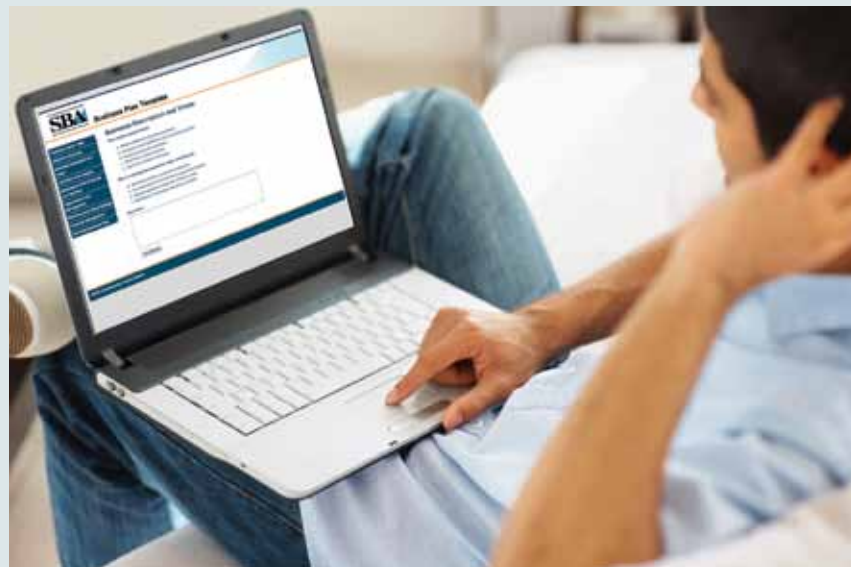
After you've thought about what type of business you want, the next step is to develop a business plan. Think of the business plan as a roadmap with milestones for the business. It begins as a pre-assessment tool to determine profitability and market share, and then expands as an in-business assessment tool to determine success, obtain financing and determine repayment ability, among other factors.

Creating a comprehensive business plan can be a long process, and you need good advice. The SBA and its resource partners, including Small Business Development Centers, Women's Business Centers, Veterans Business Outreach Centers, and SCORE, have the expertise to help you craft a winning business plan. The SBA also offers online templates to get you started.

In general, a good business plan contains:

Introduction

- Give a detailed description of the business and its goals.
- Discuss ownership of the business and its legal structure.
- List the skills and experience you bring to the business.
- Discuss the advantages you and your business have over competitors.



Marketing

- Discuss the products and services your company will offer.
- Identify customer demand for your products and services.
- Identify your market, its size and locations.
- Explain how your products and services will be advertised and marketed.
- Explain your pricing strategy.

Financial Management

- Develop an expected return on investment and monthly cash flow for the first year.

- Provide projected income statements and balance sheets for a two-year period.
- Discuss your break-even point.
- Explain your personal balance sheet and method of compensation.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide "what if" statements addressing alternative approaches to potential problems.

Operations

- Explain how the business will be managed day-to-day.
- Discuss hiring and personnel procedures.
- Discuss insurance, lease or rent agreements.
- Account for the equipment necessary to produce your goods or services.
- Account for production and delivery of products and services.

Concluding Statement

Summarize your business goals and objectives and express your commitment to the success of your business. Once you have completed your business plan, review it with a friend or business associate and professional business counselor like SCORE, WBC or SBDC representatives, SBA district office economic development specialists or veterans' business development specialists.

Remember, the business plan is a flexible document that should change as your business grows.



CAPITAL

Financing Options to Start or Grow Your Business



Many entrepreneurs need financial resources to start or expand a small business and must combine what they have with other sources of financing. These sources can include family and friends, venture-capital financing, and business loans.

This section of the Small Business Resource guide discusses SBA's primary business loan and equity financing programs. These are: the 7(a) Loan Program, the Certified Development Company or 504 Loan Program, the Microloan Program and the Small Business Investment Company Program. The distinguishing features for these programs are the total dollar amounts that can be borrowed, the type of lenders who can provide these loans, the uses for the loan proceeds, and the terms placed on the borrower.

Note: The SBA does not offer grants to individual business owners to start or grow a business.

SBA BUSINESS LOANS

If you are contemplating a business loan, familiarize yourself with the SBA's business loan programs to see if they may be a viable option. The SBA has a variety of loan programs which are distinguished by their different uses of the loan proceeds, their dollar amounts, and the requirements placed on the actual lenders. The three principal

players in most of these programs are the applicant small business, the lender and the SBA. The agency does not actually provide the loan, rather they guaranty a portion of the loan provided by a lender (except for microloans). The lender can be a regulated bank or credit union, or a community based lending organization.

The business should have its business plan prepared before it applies for a loan. This plan should explain what resources will be needed to accomplish the desired business purpose including the associated costs, the applicants' contribution, planned uses for the loan proceeds, collateral, and, most important, an explanation of how the business will be able to repay the loan in a timely manner.

The lender will analyze the application to see if it meets the lender's criteria and SBA's requirements. The SBA will look to the lender to do much, if not all, of the analysis before it provides its guaranty on the lender's loan. In the case of microlenders, SBA loans these intermediaries funds at favorable rates so they can re-lend to businesses with financing needs up to \$50,000. The SBA's business loan programs provide a key source of financing for viable small businesses that have real potential but cannot qualify for credit on reasonable terms by themselves.

7(a) LOAN PROGRAM

The 7(a) Loan program is the SBA's primary business loan program. It is the agency's most frequently used non-disaster financial assistance program because of its flexibility in loan structure, variety of uses for the loan proceeds and availability. The program has broad eligibility requirements and credit criteria to accommodate a wide range of financing needs.

The business loans that SBA guarantees do not come directly from the agency, but rather from banks and other approved lenders. The loans are funded by these organizations and they make the decisions to approve or deny the applicants' request for financial assistance.

The SBA guaranty reduces the lender's risk of borrower non-payment by providing a guaranty on a percentage of the total loan. If the borrower defaults, the lender can request the SBA to pay the lender that percentage of the outstanding balance the agency guaranteed. This allows the lender to recover a portion of the defaulted debt from the SBA if the borrower can't make the payments. The borrower is still obligated for the full amount.

To qualify for an SBA loan, a small business must meet the lender's criteria and the 7(a) requirements. In addition, the lender must certify that it would not provide this loan under the proposed terms and conditions without an SBA guaranty. If the SBA is going to provide a lender with a guaranty, the applicant must be eligible and creditworthy and the loan structured under conditions acceptable to the SBA.

Percentage of Guaranty and Loan Maximums

The SBA only guarantees a portion of any particular 7(a) loan so each loan will also have an unguaranteed portion, giving the lender a certain amount of exposure and risk on each loan. The percentage the SBA guarantees depends on either the dollar amount or the program the lender uses to obtain its guaranty. For loans of \$150,000 or less the SBA generally guarantees as much as 85 percent and for loans over \$150,000 the SBA generally provides

a guaranty of up to 75 percent. Loans made under the SBAExpress program, which is discussed later in this section, have a 50 percent guaranty.

The maximum 7(a) loan amount is \$5 million and there is no minimum.

Interest Rates and Fees

The actual interest rate for a 7(a) loan guaranteed by the SBA is negotiated between the applicant and lender and is subject to the SBA maximums.

Both fixed and variable interest rate structures are available. The maximum rate comprises two parts, a base rate and an allowable spread. There are three acceptable base rates (Wall Street Journal Prime*, London Interbank One Month Prime plus 3 percent, and an SBA Peg Rate). Lenders are allowed to add an additional spread to the base rate to arrive at the final rate. For loans with maturities of less than seven

years, the maximum spread will be no more than 2.25 percent. For loans with maturities of seven years or more, the maximum spread will be 2.75 percent. The spread on loans under \$50,000 and loans processed through Express procedures have higher maximums.

Loans guaranteed by the SBA are assessed a guaranty fee. This fee is based on the loan's maturity and the dollar amount guaranteed, not the

What to Take to the Lender

Documentation requirements will vary depending upon the purpose of the loan. Contact your lender for the information you must supply.

Common requirements include the following:

- Purpose of the loan
- History of the business
- Financial statements for three years (existing businesses)
- Schedule of term debts (existing businesses)
- Aging of accounts receivable and payable (existing businesses)
- Projected opening-day balance sheet (new businesses)
- Lease details
- Amount of investment in the business by the owner(s)
- Projections of income, expenses and cash flow as well as an explanation of the assumptions used to develop these projections
- Personal financial statements on the principal owners
- Resume(s) of the principal owners and managers.

How the 7(a) Program Works

Small Business applicants submit their loan application to a lender for the initial review. The lender will generally review the credit merits of the request before deciding if they will make the loan themselves or if they will need an SBA guaranty. If a guaranty is needed, the lender will also review the application for eligibility. The applicant should be prepared to complete some additional documents before the lender sends their request for guaranty to the SBA. Applicants who feel they need more help with the process should contact their local SBA district office or one of the SBA's resource partners for assistance.

There are several ways a lender can apply for a 7(a) guaranty from the SBA. The main differences between these methods are related

to the experience the lender has in requesting guarantees from SBA, the documentation the lender provides to SBA, the amount of review the SBA conducts upon receiving the request, the amount of the loan and the lender responsibilities in case the loan defaults and the business' assets must be liquidated. The different methods are:

- Standard 7(a) Guaranty
- Certified Lender Program
- Preferred Lender Program
- SBA Express
- Patriot Express
- Export Express
- Small Loan Advantage
- Small/Rural Lender Advantage
- Community Advantage

When lenders request guarantees using Standard, Certified, or Preferred processing methods, the applicant fills out SBA Form 4, and the lender completes SBA Form 4-I. The Form 4 requires the applicant to fully explain what they intend to do with the money and explain how they will repay the loan. The Form 4-I requires the lender to explain their analysis of the eligibility and credit merits of the request. When lenders use Express or Advantage procedures to request guarantees, the loan amounts are smaller and the information the applicant has to provide SBA is reduced, but the lender can still ask the applicant for as much detail as they believe is necessary for them to make their decision. Through Express and Advantage procedures the lender also provides SBA with less information about their credit analysis but the lender still has to conduct their due diligence.

When the SBA receives a request for guaranty using Standard or Certified procedures, it either reanalyzes or reviews the lender's eligibility and credit analysis before deciding to approve or reject the request. For

requests processed through the Preferred Lender Program or Express programs, the lender is delegated the authority to make the credit decision without the SBA's concurrences. Requests processed through Advantage procedures are a hybrid of both.

By guaranteeing a loan, the SBA assures the lender that, in the event the borrower does not repay the loan, the government will reimburse the lending institution for a percentage of the amount owed. By providing this guaranty, the SBA is able to help tens of thousands of small businesses every year get financing they might not otherwise obtain.

When an SBA guaranty is approved, the lender is notified and they will work with the applicant to make sure the terms and conditions designed for the specific loan are met before closing the loan, disbursing the funds, and assuming responsibility for collection and general servicing. The borrower makes loan payments directly to the lender. As with any loan, the borrower is obligated to repay the full amount of the loan in a timely manner.

What the SBA Looks for:

- Ability to repay the loan on time from the projected operating cash flow;
- Owners and operators who are of good character;
- Feasible business plan;
- Management expertise and commitment necessary for success;
- Sufficient funds, including the SBA guaranteed loan, to operate the business on a sound financial basis (for new businesses, this includes the resources to meet start-up expenses and the initial operating phase);
- Adequate equity invested in the business; and
- Sufficient collateral to secure the loan or all available collateral if the loan cannot be fully secured.

total loan amount. The guaranty fee is initially paid by the lender and then passed on to the borrower at closing. The funds to reimburse the lender can be included in the overall loan proceeds.

SBA 7(a) and 504 fees for FY2014, fee reductions on 7(a) loans. 7(a) fees have been reduced for loans over 150K and eliminated for loans under 150K. These changes will be effective on October 1, 2014 for all loans approved in FY2014.

For 7(a) loans in the amount of \$150,000 or less approved in FY2014: Both the upfront guaranty fee and the monthly ongoing servicing fee (i.e. the fee paid in conjunction with your 1502 report) will be zero. Lenders may not charge a guaranty fee on these loans. You will need to manually adjust the fees in the current Authorization Wizard.

For 7(a) loans in the amount of \$150,001 or more approved in FY2014: The monthly ongoing servicing fee has been reduced to 0.52% (or 52 basis points) of the guaranteed portion of the outstanding balance of the loan. Lenders will need to manually adjust the fee on the current Authorization Wizard.

The upfront guaranty fee will continue to be based on the loan amount and maturity of the loan. These amounts have not changed:

- Loans of \$150,001 to \$700,000: 3% of guaranteed portion
- Loans of \$700,001 to \$500,000: 3.5% of guaranteed portion up to \$1,000,000 PLUS 3.75% of guaranteed portion over \$1,000,000.
- For loans with a maturity of 12 months or less that are over \$150,000, the discounted fee of 0.25% remains.

There are no changes to the fees on 504 loans. The annual fee continues to be 0.9375% (93.75 basis points) of the outstanding balance of the loan, and the one-time guaranty fee continues to be 0.50% (50 basis points).

For further information on these changes, please see SBA Notice 5000-1288 or contact the district office with questions.

** All references to the prime rate refer to the base rate in effect on the first business day of the month the loan application is received by the SBA.*

7(a) Loan Maturities

The SBA's loan programs are generally intended to encourage longer term small-business financing, but actual loan maturities are based on the ability to repay, the purpose of the loan proceeds and the useful life of the assets financed. However, maximum loan maturities have been established: 25 years for real estate; up to 10 years for equipment (depending on the useful life of the equipment); and generally up to seven years for working capital. Short-term loans and revolving lines of credit are also available through the SBA to help small businesses meet their short-term and cyclical working capital needs.

Structure

Most 7(a) term loans are repaid with monthly payments of principal and interest. For fixed-rate loans the payments stay the same because the interest rate is constant, whereas for variable rate loans the lender can require a different payment amount when the interest rates changes. Applicants can request that the lender establish the loan with interest-only payments during the start-up and

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expansion phases (when eligible) to allow the business time to generate income before it starts making full loan payments. Balloon payments or call provisions are not allowed on any 7(a) loan. The lender may not charge a prepayment penalty if the loan is paid off before maturity but the SBA will charge the borrower a prepayment fee if the loan has a maturity of 15 or more years and is pre-paid during the first three years.

Collateral

The SBA expects every 7(a) loan to be fully secured, but the SBA will not decline a request to guaranty a loan if the only unfavorable factor is insufficient collateral, provided all available collateral is offered. What these two policies mean is that every SBA loan is to be secured by all available assets (both business and personal) until the recovery value equals the loan amount or until all assets have been pledged to the extent that they are reasonably available. Personal guaranties are required from all the principal owners of the business. Liens on personal assets of the principals may be required.

Eligibility

7(a) loan eligibility is based on four different factors. The first is size, as all loan recipients must be classified as “small” by the SBA. The basic size standards are outlined below. A more in-depth listing of standards can be found at www.sba.gov/size.

SBA Size Standards have the following general ranges:

- Manufacturing — from 500 to 1,500 employees
- Wholesale Trades — Up to 100 employees
- Services — \$2 million to \$35.5 million in average annual receipts
- Retail Trades — \$7 million to \$35.5 million in average annual receipts
- Construction — \$7 million to \$33.5 million in average annual receipts
- Agriculture, Forestry, Fishing, and Hunting — \$750,000 to \$17.5 million in average annual receipts

There is an alternate size standard for businesses that do not qualify under their industry size standards for SBA funding – tangible net worth (\$15 million or less) and average net income (\$5 million or less for two years). This new alternate makes more businesses eligible for SBA loans and applies to SBA non-disaster loan programs, namely its 7(a) Business Loans and Development Company programs.

Nature of Business

The second eligibility factor is based on the nature of the business and the process by which it generates income or the customers it serves. The SBA has general prohibitions against providing financial assistance to businesses involved in such activities as lending, speculating, passive investment, pyramid sales, loan packaging, presenting live performances of a prurient nature, businesses involved in gambling and any illegal activity.

The SBA also cannot make loan guaranties to non-profit businesses, private clubs that limit membership on a basis other than capacity, businesses that promote a religion, businesses owned by individuals incarcerated or on probation or parole, municipalities, and situations where the business or its owners previously failed to repay a federal loan or federally assisted financing.

Use of Proceeds

The third eligibility factor is use of proceeds. 7(a) proceeds can be used to: purchase machinery; equipment; fixtures; supplies; make improvements to land and/or buildings that will be occupied by the subject applicant business.

Proceeds can also be used to:

- Expand or renovate facilities;
- Acquire machinery, equipment, furniture, fixtures and leasehold improvements;
- Finance receivables and augment working capital;
- Finance seasonal lines of credit;
- Acquire businesses;
- Start businesses;
- Construct commercial buildings; and
- Refinance existing debt under certain conditions.

SBA 7(a) loan proceeds cannot be used for the purpose of making investments. SBA proceeds cannot be used to provide funds to any of the owners of the business except for ordinary compensation for actual services provided.

Miscellaneous Factors

The fourth factor involves a variety of requirements such as SBA's credit elsewhere test and utilization of personal assets requirements, where the business and its principal owners must use their own resources before getting a loan guaranteed by the SBA. It also includes the SBA's anti-discrimination rules and limitations on lending to agricultural enterprises because there are other agencies of the federal

government with programs to fund such businesses.

Generally, SBA loans must meet the following criteria:

- Every loan must be for a sound business purpose;
- There must be sufficient invested equity in the business so it can operate on a sound financial basis;
- There must be a potential for long-term success;
- The owners must be of good character and reputation; and
- All loans must be so sound as to reasonably assure repayment.

For more information, go to

www.sba.gov/apply.

SPECIAL PURPOSE 7(a) LOAN PROGRAMS

The 7(a) program is the most flexible of the SBA's lending programs. Over time, the agency has developed several variations to the basic 7(a) program in order to address specific financing needs for particular types of small businesses. The general distinguishing feature between these loan types is their use of proceeds. These programs allow the proceeds to be used in ways that are not otherwise permitted in a basic 7(a) loan. These special purpose programs are not necessarily for all businesses but may be very useful to some small businesses. They are generally governed by the same rules, regulations, fees, interest rates, etc., as the basic 7(a) loan. Lenders can advise you of any variations. The Special Purpose Loans include:

International Trade Loan Program

The SBA's International Trade Loan (ITL) is designed to help small businesses enter and expand into international markets and, when adversely affected by import competition, make the investments necessary to better compete. The ITL offers a combination of fixed asset, working capital financing and debt refinancing with the SBA's maximum guaranty--90 percent--on the total loan amount. The maximum loan amount is \$5 million in total financing.

Use of Proceeds

- For the facilities and equipment portion of the loan, proceeds may be used to acquire, construct, renovate, modernize, improve or expand facilities or equipment in the U.S. to produce goods or services involved in international trade, including expansion due to bringing production back from overseas if the borrower exports to at least one market.

- Working capital is an allowable use of proceeds under the ITL.
- Proceeds may be used for the refinancing of debt not structured on reasonable terms and conditions, including any debt that qualifies for refinancing under the standard SBA 7(a) Loan Program.

Loan Term

- Maturities on the working capital portion of the ITL are typically limited to 10 years.
- Maturities of up to 10 years on equipment unless the useful life exceeds 10 years.
- Maturities of up to 25 years are available for real estate.
- Loans with a mixed use of fixed-asset and working-capital financing will have a blended-average maturity.

Interest Rates

Lenders may charge between 2.25 to 2.75 percent above the prime rate (as published in the Wall Street Journal) depending upon the maturity of the loan. Interest rates on loans of \$50,000 and less can be slightly higher.

Exporter Eligibility

- Applicants must meet the same eligibility requirements as for the SBA's standard 7(a) Loan Program.
- Applicants must also establish that the loan will allow the business to expand or develop an export market or, demonstrate that the business has been adversely affected by import competition and that the ITL will allow the business to improve its competitive position. In addition, "indirect export" is an acceptable eligibility criterion for the ITL. Indirect exports occur when the borrower's customer is a U.S.-based business that might incorporate the borrower's product into a final product being exported or an Export Trading Company that purchases a product to be exported. The borrower would need documentation from the exporter-of-record that its product, is, in fact, being exported.

Foreign Buyer Eligibility

Foreign buyers must be located in those countries wherein the Export-Import Bank of the U.S. is not prohibited from providing financial assistance.

Collateral Requirements

- Only collateral located in the U.S. (including its territories and possessions) is acceptable.

- First lien on property or equipment financed by the ITL or on other assets of the business is required. However, an ITL can be secured by a second lien position if the SBA determines there is adequate assurance of loan payment.
- Additional collateral, including personal guaranties and those assets not financed with ITL proceeds, may be appropriate.

How to Apply

- A small business seeking an ITL must apply to an SBA-participating lender. The lender will submit a completed Application for Business Loan (SBA Form 4), including all exhibits, to the SBA. Visit www.sba.gov to find your local SBA district office for a list of participating lenders.
- A small business wanting to qualify as adversely impacted from import competition must submit supporting documentation that explains the impact, and a plan with projections that explains how the loan will improve the business' competitive position.
- A small business expanding exports would need a business plan and export sales projections showing increased export sales and/or global competitiveness as a result of the ITL financing.

Guaranty Coverage

The SBA can guaranty up to 90 percent of an ITL up to a maximum of \$4.5 million, less the amount of the guaranteed portion of other SBA loans outstanding to the borrower. The maximum guaranty for any working capital component of an ITL is limited to \$4 million. Any other working capital SBA loans that the borrower has are counted against the \$4 million guaranty limit.

Export Working Capital Program

The SBA's Export Working Capital Program (EWCP) assists lenders in meeting the needs of exporters seeking short-term export working capital. Exporters can apply for EWCP loans in advance of finalizing an export sale or contract. With an approved EWCP loan in place, exporters have greater flexibility in negotiating export payment terms — secure in the assurance that adequate financing will be in place when the export order is won.

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Benefits of the EWCP

- Financing for suppliers, inventory or production of export goods.
- Export working capital during long payment cycles.
- Financing for stand-by letters of credit used as bid or performance bonds or down payment guarantees.
- Reserves domestic working capital for the company's sales within the U.S.
- Permits increased global competitiveness by allowing the exporter to extend more liberal sales terms.
- Increases sales prospects in under-developed markets which have high capital costs for importers.
- Low fees and quick processing times.

Use of Proceeds

- To pay for the manufacturing costs of goods for export.
- To purchase goods or services for export.
- To support standby letters of credit to act as bid or performance bonds.
- To finance foreign accounts receivable.
- Indirect exports also are an eligible use of proceeds. Indirect exports occur when the borrower's customer is U.S.-based businesses that might incorporate the borrower's product in a final product being exported or an Export Trading Company that purchases a product to be exported. The borrower would need documentation from the exporter of record that its product is, in fact, being exported.

Interest Rates

The SBA does not establish or subsidize interest rates on loans. The interest rate can be fixed or variable and is negotiated between the borrower and the participating lender.

Advance Rates

- Up to 90 percent on purchase orders.
- Up to 90 percent on documentary letters of credit.
- Up to 90 percent on insured foreign accounts receivable.
- Up to 75 percent on eligible foreign inventory located within the U.S.
- In all cases, not to exceed the exporter's costs.

Collateral Requirements

Transaction collateral is typically adequate to secure an EWCP loan via export-related inventory, and the accounts receivable generated by the

export sales, as well as an assignment of proceeds of any letter of credit or insurance policies covering export sales financed with EWCP funds. The SBA requires the personal guarantee of owners with 20 percent or more ownership stake.

How to apply

Application is made directly to the SBA's participating lenders. Businesses are encouraged to contact SBA staff at their local U.S. Export Assistance Center (USEAC) to discuss whether they are eligible for the EWCP and whether it is the appropriate tool to meet their export financing needs. Participating lenders review/approve the application and submit the request to SBA staff at the local USEAC.

Guaranty Coverage

- Maximum loan amount is \$5,000,000.
- 90 percent of principal and accrued interest up to 120 days.
- Low guaranty fee of one-quarter of one percent of the guaranteed portion for loans with maturities of 12 months or less.
- Loan maturities are generally for 12 months or less; maximum maturity is 3 years.

U.S. Export Assistance Center

While not a loan program, entrepreneurs interested in learning more about exporting their goods and services should be aware of SBA technical staff available at a U.S. Export Assistance Centers or USEAC. There are 19 USEACs located throughout the U.S. They are staffed by SBA, U.S. Department of Commerce and, in some locations, Export-Import Bank of the U.S. personnel, and they provide trade promotion and export-finance assistance in a single location. The USEACs also work closely with other federal, state and local international trade organizations to provide assistance to small businesses. To find your nearest USEAC, visit: www.sba.gov/content/us-export-assistance-centers. You can find additional export training and counseling opportunities by contacting your local SBA office.

John A. Nevel

Regional Manager International Trade Programs
Chicago US Export Assistance Center (USEAC)
200 W. Adams St., Ste. 2450
Chicago, IL 60606
312-353-8065

CAPLines

The CAPLines program for loans up to \$5 million is designed to help small businesses meet their short-term and cyclical working capital needs. The programs can be used to finance seasonal working capital needs; finance the direct costs of performing certain construction, service and supply contracts, subcontracts, or purchase orders; finance the direct cost associated with commercial and residential construction; or provide general working capital lines of credit. The SBA provides up to an 85 percent guarantee. There are four distinct loan programs under the CAPLine umbrella:

- **The Contract Loan Program** is used to finance the cost associated with contracts, subcontracts, or purchase orders. Proceeds can be disbursed before the work begins. If used for one contract or subcontract, it is generally not revolving; if used for more than one contract or subcontract at a time, it can be revolving. The loan maturity is usually based on the length of the contract, but no more than 10 years. Contract payments are generally sent directly to the lender but alternative structures are available.
- **The Seasonal Line of Credit Program** is used to support buildup of inventory, accounts receivable or labor and materials above normal usage for seasonal inventory. The business must have been in business for a period of 12 months and must have a definite established seasonal pattern. The loan may be used over again after a "clean-up" period of 30 days to finance activity for a new season. These loans also may have a maturity of up to five years. The business may not have another seasonal line of credit outstanding but may have other lines for non-seasonal working capital needs.
- **The Builders Line Program** provides financing for small contractors or developers to construct or rehabilitate residential or commercial property. Loan maturity is generally three years but can be extended up to five years, if necessary, to facilitate sale of the property. Proceeds are used solely for direct expenses of acquisition, immediate construction and/or significant rehabilitation of the residential or commercial structures. The purchase of the land can be included if it does not exceed 20 percent of the loan proceeds. Up to 5 percent of the proceeds can be used for physical improvements that benefit the property.

- **The Working Capital Line Program** is a revolving line of credit (up to \$5,000,000) that provides short term working capital. These lines are generally used by businesses that provide credit to their customers, or whose principle asset is inventory. Disbursements are generally based on the size of a borrower's accounts receivable and/or inventory. Repayment comes from the collection of accounts receivable or sale of inventory. The specific structure is negotiated with the lender. There may be extra servicing and monitoring of the collateral for which the lender can charge up to 2 percent annually to the borrower.

Dealer Floor Plan Program

In response to the need to help retail businesses that sell inventory acquired through floor plan financing, the SBA created a program where SBA will guarantee a lender's revolving floor plan line of credit. The minimum line of credit available under this program is \$500,000 and the maximum is \$5,000,000 to acquire floor plan inventory for resale. Principal payments must be made to the lenders as collections from inventory sales are received from customers. The business cannot finance a customer's purchase because that would classify the business as a lender, making them ineligible for SBA assistance. This program is designed to help those businesses that sell automobiles, motorcycles, boats, recreational vehicles and other items that are licensed or titled.

Other Guaranty Lines of Credit

All the Special Purpose Programs listed above have SBA structured repayment terms meaning the agency tells the lender how principal and interest is to be repaid. These programs also require the lender to use certain closing forms. Lenders with the ability to obtain 7(a) guarantees through any of the Express processes are considered experienced enough to be able to structure their own repayment terms and use their own closing documents. With this ability the lender can tailor a line of credit that it gets guaranteed by SBA to the needs of the business. Therefore, if a potential applicant sees that the previously listed Basic 7(a) or Special Purpose 7(a) Programs don't meet their needs they should discuss their options with a lender capable of providing an SBAExpress loan with an SBA guaranty.

7(a) LOAN PROCESSES FOR LENDERS

There are various procedures for lender to follow when they apply to SBA for a 7(a) guaranty. Some are designed for experienced lenders who are fully committed to providing business loans guaranteed by SBA to their clientele that need them, while others are designed for lenders with limited experience or when there are certain issues that requires SBA to thoroughly review the situation. The foundational process is called the Standard Loan Guaranty Process and it is used by lenders to request a guaranty from SBA when they are new to SBA lending or the request requires a SBA review. Other methods of processing have less requirements for SBA but more for the lender and the determining factors on which one a lender will use depends on the experience of the lender in dealing with SBA, the complexity of the case, the purpose of the loan, and the dollar amount being requested.

Standard 7(a) Loan Processing

After the applicant business and lender complete their required documents, the lender makes application to SBA for a guaranty by submitting them to SBA's Loan Guaranty Processing Center. The center will screen the application and, if satisfactory complete a thorough review of both eligibility and creditworthiness before making the decision to approve the issuance of a guaranty as submitted, approve with modifications (which will be discussed with the lender), or reject the request. When the lender makes application to SBA, they have already internally agreed to approve the recommended loan to the applicant if, and only if, the SBA provides a guaranty.

Standard processing means a lender makes their request for guaranty using SBA Form 4-I and the applicant completes SBA Form 4, even if the applicant previously completed the lender's required application forms.

The analysis of eligibility starts with a review of the "Eligibility Questionnaire," completed by the lender. The analysis

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of credit starts with a review of the SBA Form 4-I and the lender's credit memo which must discuss at least six elements:

1. Balance sheet and ratio analysis;
2. Analysis of repayment. It is not acceptable to base repayment ability solely on the applicant's credit score.
3. Assessment of the management skills of the applicant;
4. Explanation of the collateral used to secure the loan and the adequacy of the proposed collateral;
5. Lender's credit history with applicant including an explanation of any weaknesses;
6. Current financial statements and pro-forma financial spread. SBA pro-forma analysis reflects how the business will look immediately following disbursement, not one year after disbursement.

SBA also expects that the lender's credit memo includes the intended use of the loan proceeds and any historical and current issues that require explanation. SBA also expects a discussion of the process by which the applicant business generates its income when it is not immediately obvious. An explanation of how the business conducts its operation is expected.

SBA has three days to screen and 10 days to process the request for guaranty from the lender. Any additional time a lender takes to make their determination will add to the length of time to a final decision. If the guaranty is approved, SBA will prepare a loan authorization outlining the terms and conditions under which the guaranty is provided and prepare an approval letter for transmission to the lender.

SBAExpress

The SBAExpress guaranty is available to lenders as a way to obtain a guaranty on smaller loans up to \$350,000.

The program authorizes select, experienced lenders to use mostly their own forms, analysis and procedures to process, structure, service, and disburse SBA-guaranteed loans. The SBA guarantees up to 50 percent of an SBAExpress loan. Loans under \$25,000 do not require collateral. The use of loan proceeds is the same as for any basic 7(a) loan. Like most 7(a) loans, maturities are usually five to seven years for working capital and up to 25 years for real estate or equipment. Revolving lines of credit are allowed for a maximum of seven years.

Patriot Express and Other Lending Programs For Veterans

The Patriot Express pilot loan initiative is available only for veterans and members of the military community to establish or expand a small business. Eligible military community members include:

- Veterans;
- Service-disabled veterans;
- Active-duty service members eligible for the military's Transition Assistance Program;
- Reservists and National Guard members;
- Current spouses of any of the above, including any service member;
- The widowed spouse of a service member or veteran who died during service or of a service-connected disability.

The Patriot Express loan is offered by the SBA's nationwide network of private lenders and features the fastest turnaround time for loan approvals. Loans are available up to \$500,000 and qualify for SBA's maximum guaranty of 85 percent for loans of \$150,000 or less and 75 percent for loans over \$150,000 up to \$500,000. For loans above \$350,000, lenders are required to either obtain all collateral or enough collateral so the value is equal to the loan amount.

The Patriot Express loan can be used for most business purposes, including start-up, expansion, equipment purchases, working capital, and inventory or business-occupied real-estate purchases.

Patriot Express loans feature the SBA's lowest interest rates for business loans, generally 2.25 percent to 4.75 percent over prime depending upon the size and maturity of the loan. Your local SBA district office will have a listing of Patriot Express lenders in your area. More information is available at www.sba.gov/patriotexpress.

Self-employed Reserve or Guard members with an existing SBA loan can request from their SBA lender or SBA district office, loan payment deferrals, interest rate reductions and other relief after they receive activation orders. The SBA also offers special low-interest-rate financing of up to \$2 million when an owner or essential employee is called to active duty through the Military Reservist Economic Injury Disaster Loan program (MREIDL) to help cover operating costs due to the loss of an essential employee called to active duty.

Wisconsin PLP, SBAExpress and Patriot Express Lenders

In Alphabetical Order by Lender

AbbyBank, Abbotsford SBAExp

www.abbybank.com/
Jenny Jakel, EVP/Commercial LO,
Abbotsford
715-223-2345 ext. 229
John Opolka, VP/Commercial LO,
Wausau
715-848-1610 ext. 301
Craig Stuedman, Sr. VP/
Commercial LO, Weston
715-241-6336 ext. 102

Altra Federal Credit Union, La Crosse PLP, SBAExp, PatriotExp

www.altra.org/
Michael Nickel, VP Business
Lending
608-787-4500 or 800-755-0055
608-787-7106 F

American Bank & Trust Wisconsin, Platteville, SBAExp

www.americanbankwi.com/
Robert Stauffacher,
Senior VP 608-348-4300
Roger Dammien,
Senior VP 608-744-2125

American National Bank Fox Cities, Appleton, PLP, SBAExp, PatriotExp

www.americannationalbank.org/
Lon Rupnow, VP
920-739-1040 • 920-739-9216 F

Associated Bank, N.A., Appleton PLP, SBAExp, PatriotExp

www.associatedbank.com/
Rebecca Schneider, Govt. Lending
Specialist
920-727-5427 • 920-727-8432 F

Bank First National, Manitowoc PLP, SBAExp, PatriotExp

www.bankfirstnational.com/
David LaDuke, AVP Business
Banking
920-694-1907 • 920-694-1921 F

Bank Mutual, Milwaukee SBAExp

www.bankmutual.com
Greg Larson, SVP
414-371-8272 or 800-261-6888
414-371-8305 F

Bank of Brodhead, SBAExp

www.bankofbrodhead.com
Michael Olson, AVP Lending
608-897-2121 • 608-897-4106 F

Bank of Cashton, Cashton SBAExp, PatriotExp

www.bankofcashton.com
Loan department
608-654-5121 or 800-205-7203

Bank of Galesville, Galesville SBAExp, PatriotExp

www.bankofgalesville.com
Daniel Mueller, Sr. VP &
Commercial Lender
608-582-2233 • 608-582-4511 F
Tim Kolek, Commercial Lender
608-526-6483 • 608-526-6574 F

Bank of Lake Mills SBAExp

www.bankoflakemills.com
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920-206-9480 • 920-206-9488 F

Bank of Mauston, Mauston SBAExp, PatriotExp

www.bankofmauston.com
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Bank North, Crivitz SBAExp, PatriotExp

<http://banknorthwis.com>
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715-854-2541 • 715-854-2649 F

Bank of Prairie du Sac, Prairie du Sac SBAExp

www.bankpds.com
Steve Ploetz, President and CEO
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608-643-3393 • 608-643-2282 F

Bank of the West, Spooner PLP, SBAExp

www.bankofthewest.com/
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Baraboo National Bank, Baraboo

PLP, SBAExp, PatriotExp
www.baraboonational.com
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920-907-0436 F

Bay Bank, Green Bay SBAExp

www.baybankgb.com
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Baylake Bank, Sturgeon Bay PLP, SBAExp

www.baylake.com
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Blackhawk Bank, Beloit SBAExp

www.blackhawkbank.com
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BMO Harris Bank National Association, Brookfield PLP, SBAExp, PatriotExp

www.bmoharris.com/us
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Borrego Springs Bank, N.A. FL PLP, SBAExp, PatriotExp

www.borregospringsbank.com
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Branch Banking and Trust Company, NC PLP, SBAExp, PatriotExp

www.bbt.com
800-758-0035

Bremer Bank, NA, Menomonie PLP, SBAExp

www.bremer.com/Home/Home.aspx
Greg Hohlen, Pres./Market Mgr.
320-255-7185

Business Lenders, LLC, Hartford, CT PLP

www.businesslenders.com/
877-345-6267 or 860-244-9202

Capitol Bank, Madison SBAExp

www.capitolbank.com
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Charter Bank, Eau Claire SBAExp, PatriotExp

www.charterbanke.com
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Choice Bank, Oshkosh SBAExp, PatriotExp

www.choicebank.com
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Citizens Bank, Flint, MI PLP, SBAExp, PatriotExp

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CitizensFirst Credit Union, Oshkosh SBAExp

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Citizens State Bank, La Crosse SBAExp, PatriotExp

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Citizens State Bank of Loyal, Neillsville SBAExp

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CIT Small Business Lending, Livingston, NJ PLP, PatriotExp

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Collins State Bank, Random Lake SBAExp

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Comerica Bank, IL PLP, SBAExp, PatriotExp

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Commerce State Bank, West Bend SBAExp

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Community Bank, CBD, Delavan SBAExp

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Community Bank & Trust, Sheboygan PLP, SBAExp, PatriotExp

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Community Financial Bank, Prentice SBAExp, PatriotExp

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Educators Credit Union, Racine SBAExp, PatriotExp

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Trust, Marinette SBAExp**
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**First Business Bank, Milwaukee,
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SBAExp**
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Menasha and Neenah PLP,
SBAExp, PatriotExp**
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 John Hintze, VP 920-426-6228
 Timothy Vogelsang,
 VP 920-882-1672
 David Kruck,
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SBAExp**
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 262-644-7606

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 Richard Smith,
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London SBAExp, PatriotExp**
www.bankfirststate.com/#/home
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 John Lockwood,
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Marshfield PLP, SBAExp,
PatriotExp**
www.forwardbank.com/index.cfm
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 Dave Clark 715-389-5300
 Gene Knoll 715-785-5300

**Foundations Bank, Pewaukee
PLP, SBAExp, PatriotExp**
www.foundationsbank.com
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**Fox Communities Credit Union,
Appleton SBAExp**
www.foxcu.org
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Madison SBAExp, PatriotExp**
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 Stu Charland or Robin Marohn
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Heritage Bank, NA, MN PLP
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**Hiawatha National Bank, Hager
City SBAExp, PatriotExp**
www.hiawatha-nb.com/
 Roger Ray or Jeffrey Roemhild at
 715-265-4211

**Hometown Bank, Fond du Lac
PLP, SBAExp**
www.hometownbancorp.com/
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Horicon Bank, Horicon SBAExp
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Manitowoc PLP, SBAExp,
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www.investorscommunitybank.com
 Business Banking Dept.
 920-686-9998 • 920-686-5688 F

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Whitehall SBAExp**
<http://melbybank.com/>
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**Johnson Bank, Racine
PLP, SBAExp, PatriotExp**
www.johnsonbank.com/
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**JPMorgan Chase Bank, NA
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**Kohler Credit Union, Sheboygan
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Loan Association, Ladysmith
SBAExp, PatriotExp**
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Landmark Credit Union SBAExp
www.landmarkcu.com
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**Laona State Bank, Lakewood
SBAExp, PatriotExp**
www.laonastatebank.com
 Andrew School, Vice President
 715-674-2911 or 715-276-7636

Layton State Bank, Milwaukee SBAExp

www.laytonstatebank.com
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Marine Bank, Waukesha PLP, SBAExp, PatriotExp

www.marinebank.com/WI/index.html
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McFarland State Bank, McFarland SBAExp, PatriotExp

www.msbonline.com/
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Merchants Bank, NA, Onalaska PLP, SBAExp, PatriotExp

www.merchantsbank.com/
Steve Christiansen 608-779-8200
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Mid America Bank, Janesville SBAExp, PatriotExp

www.bankmidamerica.com
Sandy Lehman at 262-754-5493

Middleton Community Bank, Middleton SBAExp, PatriotExp

www.middletonbank.com
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Mid-Wisconsin Bank, Medford SBAExp, PatriotExp

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Mound City Bank, Platteville SBAExp, PatriotExp

www.moundcitybank.com
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National Bank of Commerce, Superior PLP, SBAExp, PatriotExp

www.nbofc.com/
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Newtek Small Business Finance, Inc., NY PLP, SBAExp, PatriotExp

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Nicolet National Bank, Appleton SBAExp

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North Milwaukee State Bank, Milwaukee SBAExp, PatriotExp

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Northern State Bank, Ashland SBAExp

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www.peoplesbankwi.com/
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Silver Lake 262-889-4300
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Peoples Bank of Wisconsin, Hayward SBAExp, PatriotExp

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Port Washington State Bank, Port Washington SBAExp, PatriotExp

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Jeff Schleis, VP 608-826-3502
Jeff Zwettler, VP 608-828-2287

State Bank of Florence, Wausaukee SBAExp, PatriotExp

www.florencestatebank.com
Clyde Nelson,
Sr. VP & Chief Lending
715-528-4844 or 715-696-3956

Stearn's Bank, NA, St. Cloud, MN PLP, SBAExp, PatriotExp

www.stearns-bank.com
Dave Kahlhamer,
SBA Operations Supervisor
320-258-4816 • 320-258-4815 F

Summit Credit Union, Madison SBAExp, PatriotExp

www.summitcreditunion.com
Dana Hoffmann, VP Bus. Services
608-243-5000 ext. 2862
608-661-3434 F

Superior Financial Group, CA SBAExp, PatriotExp

www.superiorfg.com
877-675-0500 • 925-296-0510 F

The Business Bank, Appleton SBAExp

www.thebizbank.biz/
Bill Hodgkiss, Market President & Chris Allen,
VP 920-739-2660
Laurie Olson, VP &
Jeff Duffrin, VP 920-884-1166

The Farmers State Bank of Waupaca SBAExp

www.fsbwaupaca.com
Larry Krebs, VP Cmmrl Loans
Don Volkman, Vice President
Dick Phillipsen, AVP Cmmcl Loans
715-258-1400

The First National Bank of Berlin SBAExp

www.firstnationalbanks.biz
Eric Cerbins,
Ex. Leader, Business Banking
855-876-1500

The First National Bank of Park Falls, SBAExp

www.firstnationalbankparkfalls.com/
Tom Armstrong, President
715-762-8311 or 715-762-2411

The First National Bank and Trust Company, Beloit SBAExp

www.bankatfirstnational.com/
Aaron Bussan,
AVP/Commercial Loan Officer
800-667-4401 or 608-363-4401
608-363-8174 F

The Greenwood's State Bank, Lake Mills SBAExp, PatriotExp

www.greenwoodsstatebank.com/
Jim Schaller
920-648-2324 • 920-648-2473 F

The Peoples Community Bank, Mazomanie SBAExp

www.thepeoplescommunitybank.com/
Lisa Alt Ruhland, First VP
715-732-1732 or 800-795-2151
608-795-2133 F

The Stephenson National Bank & Trust, Marinette SBAExp, PatriotExp

www.snbtc.com
John Reinke or Dan Peterson or Charlie
Cappaert or John Kakuk, Jr. or Diane Becker
715-732-1732 or 800-924-1732
715-732-1327 F

Thrivent Federal Credit Union, SBAExp, PatriotExp

www.thrivent.com
Heidi Giuliani, V-P Commercial Loan
Administration 612-844-8048
Tim Tafe, SVP &
Bus. Banking 920-628-5520

Timberwood Bank, Tomah SBAExp, PatriotExp

www.timberwoodbanks.com/
David Taylor, VP/Cmmrl Lending
608-372-2265 • 608-372-3757 F

Tomahawk Community Bank, S.S.B., Tomahawk SBAExp, PatriotExp

www.tomahawkcommunitybank.com
PJ Childers
715-453-2144 • 715-453-8135 F

Town and Country Bank, Watertown SBAExp

www.tandcbank.com/
Nathan Salas, AVP Bus. Banking
920-262-2900 • 920-262-2963 F

Tri City National Bank, Oak Creek SBAExp

www.tcnb.com
Stephen Grebe, Sr. VP
414-461-8904

Union Bank & Trust Company, Evansville SBAExp, PatriotExp

www.ub-t.com
Teri Martin, Loan Suppt. Officer/VP
608-882-5200 ext. 1123
608-882-6889 F

Union National Bank & Trust Company, Sparta SBAExp, PatriotExp

http://unbnsparita.com
Walt Weiland, CCO
608-269-6737 • 608-269-7805 F

**Union State Bank, Kewaunee
SBAExpress, PatriotExp**

<http://unionstatebank.org>
Steve Mastalir, Vice President Commercial
Loans
920-388-3466

Union State Bank of West Salem SBAExp

www.usbwestsalem.com
Steven Zeman, President
608-786-0600 or 608-786-6200

**United Central Bank, Garland, TX PLP,
SBAExp**

www.ucbt.com
Commercial Loan Officer
800-787-0755

United Midwest Savings Bank PLP

www.midwestbusinesscapital.com
Dale Morgan, VP 614-783-1648
Jon Tonjes,
Ex. VP 614-638-1995

Unity Bank, Augusta SBAExp

www.unitybanking.com/ub/index.html
Terry Szydel, VP
715-286-2223 or 877-440-2223
715-286-5766 F

**UPS Capital Business Credit, Hartford, CT
PLP, SBAExp**

www.upscapital.com
877-263-8772

**U.S. Bank, National Association, WI PLP,
SBAExp, PatriotExp**

www.usbank.com
Kate Haugom -
South Milwaukee 414-817-3660
Dan Curtis -
Milwaukee 414-765-4742
Bill Benson -
West Milwaukee 262-650-2119

**Waukesha State Bank, Waukesha PLP,
SBAExp**

www.waukeshabank.com
Paula Neis, VP
262-549-8551 • 262-574-4104 F

**Wells Fargo Bank Minnesota NA PLP,
SBAExp, PatriotExp**

www.wellsfargo.com
Commercial Loan Officer
800-545-0670

**Wells Fargo Bank Wisconsin NA PLP,
SBAExp, PatriotExp**

www.wellsfargo.com
Paula Cook, SBA Liaison
262-549-8551

Westbury Bank, West Bend SBAExp

www.westburybankwi.com/
Joe Schaefer, VP- Commercial Lending
262-439-3338

**WESTconsin Credit Union, Menomonie
SBAExp**

www.westconsinu.org
Christopher Brooks, Senior Bus. Loan officer
715-830-7237

**Wisconsin Bank & Trust, Madison PLP,
SBAExp**

www.wisconsinbankandtrust.com
Thomas Steinhaus,
AVP, Gov't Guaranteed Loans
920-803-6011 • 920-803-6010 F

Wisconsin River Bank, Sauk City SBAExp

www.wisconsinriverbank.com
Jerry Schaller, Vice President
Loan Quality & Compliance
608-643-6300 • 608-643-5444 F

**Wolf River Community Bank, Hortonville
SBAExp, PatriotExp**

www.wolfriverbank.com
James Olson, President
920-779-5271

Woodford State Bank, Monroe SBAExp

www.woodfordstatebank.com
Michelle Davis, Loan Officer
608-329-2067

**WoodTrust Bank, N.A., WI Rapids
SBAExp**

www.woodtrust.com/index.htm
Jeffrey E. Gellerman
William K. Fields
Carson L. Heinecke
Jeffrey A. Meyers
Lori Van Asten
715-423-7600 • 715-422-0300 F

Export Express

SBA Export Express offers flexibility and ease of use for both borrowers and lenders. It is the simplest export loan product offered by the SBA and allows participating lenders to use their own forms, procedures and analyses. The SBA provides the lender with a response within 36 hours.

This loan is subject to the same loan processing, closing, servicing and liquidation requirements as well as the same maturity terms, interest rates and applicable fees as for other 7(a) loans (except as noted below).

Use of Proceeds

Loan proceeds may be used for business purposes that will enhance a company's export development. Export Express can take the form of a term loan or a revolving line of credit. As an example, proceeds can be used to fund participation in a foreign trade show, finance standby letters of credit, translate product literature for use in foreign markets, finance specific export orders, as well as to finance expansions, equipment purchases, and inventory or real estate acquisitions, etc.

When it comes to SBA loans, we're all business.

Ridgestone Bank has helped all kinds of businesses open their doors – and keep them open. In fact, we are a leader in SBA and USDA lending in the State of Wisconsin. It is our niche and our focus, so let us help you achieve significant monthly savings and greater cash flow to help you grow your business. At Ridgestone Bank, we believe in making success happen.

Ridgestone Bank
Making success happen.

To contact a lender, call: 262-789-1011 or visit us at: ridgestone.com

Indirect exports also are an eligible use of proceeds. Indirect exports occur when the borrower's customer is U.S.-based businesses that might incorporate the borrower's product in a final product being exported or an Export Trading Company that purchases a product to be exported. The borrower would need documentation from the exporter of record that its product is, in fact, being exported.

Ineligible Use of Proceeds

Proceeds may not be used to finance overseas operations other than those strictly associated with the marketing and/or distribution of products/services exported from the U.S.

Exporter Eligibility

Any business that has been in operation, although not necessarily in exporting, for at least 12 full months and can demonstrate that the loan proceeds will support its export activity is eligible for Export Express. The one year in business requirement can be waived if the applicant has demonstrated previous business success and has exporting expertise on its management staff and if the lender does conventional underwriting and does not rely solely on credit scoring.

Foreign Buyer Eligibility

The exporter's foreign buyer must be a creditworthy entity and the methods of payment must be acceptable to the SBA and the SBA lender.

How to Apply

Interested businesses should contact their existing lender to determine if they are an SBA Export Express lender. Application is made directly to the lender. Lenders use their own application material in addition to the SBA's Borrower Information Form. Lenders' approved requests are then submitted with a limited amount of eligibility information to the SBA's National Loan Processing Center for review.

Guaranty Coverage

The SBA provides lenders with a 90 percent guaranty on loans up to \$350,000 and a 75 percent guaranty on loans between \$350,001 and \$500,000.

Small/Rural Lender Advantage

The Small/Rural Lender Advantage (SRLA) initiative is designed to accommodate the unique loan processing needs of small community/

rural-based lenders by specifying what the applicant has to provide to the lender and what the lender needs to provide SBA, particularly for smaller SBA loans. It is part of a broader SBA initiative to promote the economic development of local communities, particularly those facing the challenges of population loss, economic dislocation and high unemployment. Visit www.sba.gov/content/rural-business-loans for more information.

Advantage Loans

In early 2011, the SBA rolled out two other Advantage initiatives aimed at helping lenders help entrepreneurs in underserved communities gain access to capital.

The **Small Loan Advantage** program is available to all lenders participating in SBA's 7(a) Program for term loans up to \$350,000. The program allows lenders to get an indication from SBA on the likelihood of SBA approval of the request for guaranty based on the applicant's credit score and if the indication is yes, the lender only has to provide SBA with limited information. That does not mean the applicant can provide the lender with less information about their request for financial assistance than the lender normally requires.

The **Community Advantage pilot program** opens up 7(a) lending to mission-focused, community-based lenders – such as Community Development Financial Institutions (CDFIs), Certified Development Companies (CDCs), and microlenders – who provide technical assistance and economic development support in underserved markets. The applicants and lender each has SBA forms to complete before SBA can provide the lender with a determination on whether or not the request for guaranty is approved.

More information on both programs is available at www.sba.gov/advantage.

CERTIFIED DEVELOPMENT COMPANY LOAN PROGRAM (504 LOANS)

The 504 Loan program is an economic development program that supports American small business growth and helps communities through business expansion and job creation. This SBA program provides long-term, fixed-rate, subordinate mortgage financing for acquisition and/or renovation of capital assets including land, buildings

and equipment. Some refinancing is also permitted. Most for-profit small businesses are eligible for this program. The types of businesses excluded from 7(a) loans (listed previously) are also excluded from the 504 loan program.

Loans are provided through Certified Development Companies. CDCs work with banks and other lenders to make loans in first position on reasonable terms, helping lenders retain growing customers and provide Community Redevelopment Act credit.

The SBA 504 loan is distinguished from the SBA 7(a) loan program in these ways:

The maximum debenture, or long-term loan, is:

- \$5 million for businesses that create a certain number of jobs or improve the local economy;
- \$5 million for businesses that meet a specific public policy goal, including veterans; and
- \$5.5 million for manufacturers and energy public policy projects.

Recent additions to the program allow \$5.5 million for each project that reduces the borrower's energy consumption by at least 10 percent; and \$5.5 million for each project that generates renewable energy fuels, such as biodiesel or ethanol production. Projects eligible for up to \$5.5 million under one of these two requirements do not have to meet the job creation or retention requirement, so long as the CDC portfolio average is at least \$65,000.

- Eligible project costs are limited to long-term, fixed assets such as land and building (occupied by the borrower) and substantial machinery and equipment.
- Most borrowers are required to make an injection (borrower contribution) of just 10 percent which allows the business to conserve valuable operating capital. A further injection of 5 percent is needed if the business is a start-up or new (less than two years old), and a further injection of 5 percent is also required if the primary collateral will be a single-purpose building (such as a hotel).
- Two-tiered project financing: A lender finances approximately 50 percent of the project cost and receives a first lien on the project assets (but no SBA guaranty); A CDC (backed by a 100 percent SBA-guaranteed debenture) finances up to 40 percent of the project costs secured with a junior lien. The borrower provides the balance of the project costs.

- Fixed interest rate on SBA loan. The SBA guarantees the debenture 100 percent. Debentures are sold in pools monthly to private investors. This low, fixed rate is then passed on to the borrower and establishes the basis for the loan rate.
- All project-related costs can be financed, including acquisition (land and building, land and construction of building, renovations, machinery and equipment) and soft costs, such as title insurance and appraisals. Some closing costs may be financed.
- Collateral is typically a subordinate lien on the assets financed; allows other assets to be free of liens and available to secure other needed financing.
- Long-term real estate loans are up to 20-year term, heavy equipment 10- or 20-year term and are self-amortizing.

Businesses that receive 504 loans are:

- Small — net worth under \$15 million, net profit after taxes under \$5 million, or meet other SBA size standards.
- Organized for-profit.
- Most types of business — retail, service, wholesale or manufacturing.

The SBA's 504 Certified Development Companies serve their communities by financing business expansion needs. Their professional staffs work directly with borrowers to tailor a financing package that meets program guidelines and the credit capacity of the borrower's business. For information, visit www.sba.gov/504.

CDC Intermediary List

Great Lakes Asset Corporation

200 S. Washington St., Ste. 202
Green Bay, WI 54301
920-499-6444 or 800-281-6444
920-499-7331 Fax
www.greatlakesasset.com/index.html
cesterling@greatlakesasset.com
Cindy Esterling, Executive Director
Chris Cumicek, Business Development Specialist
ccumicek@greatlakes.com
Service Area: Statewide

Greater Wisconsin Development Corporation

147 Lake Almema Dr.
Almema, WI 54805
715-357-3334 or 800-685-9353
715-357-6233 Fax
Bret Gerber, President
Robert Mayer, Director of Business Development
and
1862 W. Fond du Lac Ave.
Milwaukee, WI 53205
414-445-6883
<http://impactseven.org/>
impact@impactseven.org
Service Area: Statewide

Racine County Economic Development Corporation

2320 Renaissance Blvd.
Sturtevant, WI 53177
262-898-7432 • 262-898-7401 Fax
Gordy Kacala, Executive Director
Carolyn Engel, Business Finance Manager
Brian Gottschalk, Loan Officer
262-898-7434
www.racinecountyedc.org/
rcedc@racinecountyedc.org
Service Area: Statewide

Southeastern Minnesota 504 Development Corporation

220 S. Broadway, Ste. 100
Rochester, MN 55904
and
1961 Premier Dr., Ste. 202
Mankato, MN 56001
Dwayne Lee, Director of Business Dev.
507-288-6442 • 507-282-8960 Fax
Laura Hart, Loan Services
507-288-6442 • 507-282-8960 Fax
Jim Snackenber, Sr. Business Dev. Officer
507-625-6056 • 507-625-6173 Fax
www.504corporation.com/
Service Area: La Crosse

SPEDCO

3900 Northwoods Dr., Ste. 225
Arden Hills, MN 55112
651-631-4900 or 866-977-3326
651-631-9498 Fax
spedco@visi.com
www.spedco.com
Kristin M. Wood, Executive Director
Andy Clausen, Sr. Loan Officer
Steve Wertz, Loan Officer
Chris Kaye, Loan Officer
Russell Knighton, Loan Officer
Service Area: Barron, Buffalo, Dunn, La Crosse, Pepin, Pierce, Polk, St. Croix and Trempealeau Counties

Twin Cities Metro Certified Development Company

3495 Vadnais Center Dr.
Vadnais Heights, MN 55110
651-481-8081 • 651-481-8280 Fax
www.504lending.com/
Pete Ingebrand, Vice President, ext. 13
Debby Gustafson, Loan Originator, ext. 34
Michelle Phernetton, Loan Originator, ext. 25
April Nelson, Loan Originator, ext. 32
Sheil Nelson, Loan Originator, ext. 16
Heidi Pautsch, Loan Originator, ext. 14
Mark Smith, Loan Originator, ext. 33
Angie Way, Loan Originator, ext. 18
Service Area: Barron, Buffalo, Dunn, LaCrosse, Pepin, Pierce, Polk, St. Croix and Trempealeau Counties



We Want to Support YOUR BUSINESS!

We Offer:

- Business Financing
- Site Assessment Grants

**Also available through the
Department of City Development
(city.milwaukee.gov/DCD):**

- Revenue Bonds • Façade Improvement
- Retail Business Grants
- Land and Building Site Assistance



medc
MILWAUKEE

809 N. Broadway Room #104
Milwaukee, WI 53202
414-286-5840
info@medconline.com

VISIT US: medconline.com FOLLOW US: [Linked in](#)

Wisconsin Business Development Finance Corporation (WBDFC)

100 River Pl., Ste. 1
Monona, WI 53716
608-819-0390 or 800-536-6799
608-819-0393 Fax
www.wbd.org
wbd@wbd.org
Joe Wolfe, President
Diane Pasley, VP/Loan Officer 608-316-7133
Larry Schwenn, VP/Sr. Loan Officer
608-316-7134
Service Area: Statewide

Additional Locations for WBDFC

3610 Oakwood Mall Dr., Ste. 201
Eau Claire, WI 54701
715-834-9474 or 800-536-6799
715-834-9482 Fax
Mike Dieckman, VP/Loan Officer, ext. 4001
Jeremy Price, VP/Loan Office, ext. 4002

840 Challenger Dr., Ste. 150
Green Bay, WI 54311
920-965-8356 or 800-536-6799
Dan Schneider, EVP Lending
Jason Monnett, VP/Loan Officer
Rich Diemer, VP/ED Loan Officer

2424 Monetary Blvd., Ste. 209
Hudson, WI 54016
715-381-6719 or 800-536-6799
Jeremy Price, VP/Loan Officer

2390 State Hwy. 44, Ste. C
Oshkosh, WI 54904
920-231-5570 • 920-231-5474 Fax
Dan Schneider, EVP of Lending
920-966-1483
Jason Monnet, VP/Loan Officer
920-966-1479
Rich Diemer, VP/ED Loan Officer
920-966-1484

6011 Durand Ave.
Racine, WI 53406
262-598-9488 or 800-536-6799
262-598-9489 Fax
Steve Kohl, VP/Loan Officer

2417 Post Rd.
Stevens Point, WI 54481
715-343-9082 or 800-536-6799
715-343-9083 Fax
Dan Timm, VP/Loan Officer, ext. 5000

W229 N1433 Westwood Dr., Ste. 206
Waukesha, WI 53186
262-970-8533 or 800-536-6799
262-970-8535 Fax
David Kircher, Sr. VP/Loan Officer
262-436-3008
Steve Bonnell, VP/Loan Officer
262-436-3014
Steve Kohl, VP/Loan Officer 262-436-3012

MICROLOAN PROGRAM

The Microloan program provides small loans ranging from under \$500 to \$50,000 to women, low-income, minority, veteran, and other small

business owners through a network of approximately 160 intermediaries nationwide. Under this program, the SBA makes funds available to nonprofit intermediaries that, in turn, make the small loans directly to entrepreneurs, including veterans. Proceeds can be used for typical business purposes such as working capital, or the purchase of furniture, fixtures, machinery, supplies, equipment, and inventory. Microloans may not be used for the purchase of real estate. Interest rates are negotiated between the borrower and the intermediary. The maximum term for a microloan is six years.

The program also provides business-based training and technical assistance to microborrowers and potential microborrowers to help them be successful at starting or growing their businesses. Such training and technical assistance may include general business education, assistance with business planning industry-specific training, and other types of training support. Entrepreneurs and small business owners interested in small amounts of business financing should contact the nearest SBA district office for information about the nearest Microloan Program Intermediary Lender or go to www.sba.gov/microloans.

Microloan Intermediary List

Advocap

19 W. First St.
Fond du Lac, WI 54936
920-922-7760 or 800-631-7760
920-922-7214 Fax
Kathy Doyle, Business Development Director
or Ger Xiong

Wayne Griesbach
181 E. North Water St., Ste. 210
Neenah, WI 54956
920-725-2791

Larry Hutzler
237 Broadway, Ste. C
Berlin, WI 54923
920-361-9880
<http://advocap.org/>
kathy@advocap.org
Service Area: Fond du Lac County, Green Lake and Winnebago

CAP Services, Inc.

Laura West
CAP Services, Inc.
1608 W. River Drive
Stevens Point, WI 54482
715-343-7141 (voice)
715-343-7175 (fax)
lw@capmail.org
Service area: Portage, Outagamie, Marquette, Waupaca, Waushara and Wood Counties.

First American Capital Corp.

Subsidiary of the American Indian Chamber of Commerce of Wisconsin
10809 West Lincoln Ave., Ste. 201
West Allis, WI 53227
414-604-2044 • 414-604-2070 Fax
<http://facc.lanexdev.com/>
Craig Anderson, President
Service Area: Adams, Ashland, Barron, Bayfield, Brown, Burnett, Columbia, Douglas, Fond du Lac, Forest, Iron, Jackson, Juneau, Langlade, Menominee, Milwaukee, Outagamie, Portage, Sauk, Sawyer, Shawano, Trempealeau, Vilas, Washburn, Waukesha and Wood Counties

Green Bay Area Chamber of Commerce Foundation

Advance Brown County Micro Loan Program
Mariann Dickson, Director
2701 Larsen Rd.
Green Bay, WI 54303
920-496-2111
mdickson@titletown.org
Service Area: Brown, Calumet, Door, Florence, Forest, Kewaunee, Manitowoc, Marinette, Menominee, Outagamie, Oconto, and Shawano Counties

Impact Seven, Inc.

147 Lake Almena Dr.
Almena, WI 54805
715-357-3334 or 800-685-9353
715-357-6233 Fax

1862 W. Fond du Lac Ave.
Milwaukee, WI 53205
414-445-6883
<http://impactseven.org/>
impact@impactseven.org
Service Area: Statewide with exceptions of Fond du Lac, Green Lake, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha, Washington, Winnebago Counties and City of Milwaukee

Northeast Entrepreneur Fund Inc.

Serves Douglas County
Christy Clay, Center Director
202 W. Superior St., Ste. 311
Duluth, MN 55802
218-623-5729

Superior Office (by appt. only)

(Located in the Old Post Office building)
1401 Tower Ave., Ste. 302
Superior, WI 54880
christyc@entrepreneurfund.org
www.entrepreneurfund.org
Service Area: Douglas County in Wisconsin

WI Women's Business Initiative Corp. (WWBIC)

Amber Miller, Project Director
2745 N. Dr. Martin Luther King Jr. Dr.
Milwaukee, WI 53212
414-263-5450 • 414-263-5456 Fax

WWBIC South Central Region Office

2300 S. Park St., Ste. 103, Villager Mall
Madison, WI 53713
608-257-5450 • 608-257-5454 Fax

WWBIC Kenosha Chamber of Commerce

Southeast Region Office
Heather Lux, Southeast Project Director
600 52nd St., Ste. 130
Kenosha, WI 53140
262-925-2840 • 262-925-2855 Fax

WWBIC Hopes Center of Racine

Mary Fischer-Tracy, Loan Officer
506 7th St.
Racine, WI 53403
262-898-2940
info@wwbic.com
www.wwbic.com
Service Area: Statewide

SURETY BOND GUARANTEE PROGRAM

The Surety Bond Guarantee Program is a public-private partnership between the federal government and surety companies to provide small businesses with the bonding assistance necessary for them to compete for public and private contracting and subcontracting opportunities. The guarantee provides an incentive for sureties to bond small businesses that would otherwise be unable to obtain bonding. The program is aimed at small businesses that lack the working capital or performance track record necessary to secure bonding on a reasonable basis through regular commercial channels.

Through this program, the SBA guarantees bid, payment, performance and ancillary bonds issued by surety companies for individual contracts and subcontracts up to \$6.5 million. The SBA reimburses sureties between 70 and 90 percent of losses sustained if a contractor defaults on the contract. On Federal contracts, SBA can guarantee bonds on contracts up to \$10 million, if the contracting officer certifies that a guarantee would be in the best interest of the Government.

SBA has two program components, the Prior Approval Program and the Preferred Surety Bond Program. In the Prior Approval Program, the SBA guarantees 90 percent of surety's paid losses and expenses on bonded contracts up to \$100,000, and on bonded contracts greater than \$100,000 that are awarded to socially and economically disadvantaged concerns, HUBZone contractors, and veterans, and service-disabled veteran-owned small businesses. All other bonds guaranteed in the Prior Approval Program receive an 80 percent guarantee. Sureties must obtain the SBA's prior approval for each bond guarantee issued. Under the Preferred Program, the SBA guarantees

70 percent, and sureties may issue, monitor and service bonds without the SBA's prior approval.

Surety Bond Program Agents

Aon Risk Services Central, Inc.

111 N. Washington St., Ste. 300
Green Bay, WI 54301
920-431-6321
Kelly Cody

Assurance Brokers, LTD (Licensed In WI)

95 N. Research Dr., Ste. 100
Edwardsville, IL 62025
618-692-9800 • 618-692-9865 Fax
Debra Dubree; Ralph Mcquiggan

CB Insurance, LLC (Licensed in WI)

1 S. Nevada Ave., Ste. 105
Colorado Springs, CO 80903
719-477-4278 • 719-228-1071 Fax
Jason Yezeck

CCI Surety, Inc. (Licensed in WI)

1710 N. Douglas Dr., Ste. 110
Golden Valley, MN 55422
763-543-6993 • 262-521-2970 Fax
Andrea Michael; Brad Quiri; Jeremy Crawford; Lisa Jabas; Michael William; Tanya Fukushima; William Gerber; William Nemec

Contractors Bonding & Insurance Company (Licensed in WI)

11188 Tesson Ferry Rd., Ste. 201
Saint Louis, MO 63123
314-729-1334
Michael McVey; Phyllis Jefferies; Steve Young

DLK Bonds LLC (Licensed in WI)

4301 Darrow Rd.
Stow, OH 44224
Kevin Keller; Scott Liptak; Sharon Brickman

D.S. Blum, Inc. (Licensed in WI)

9449 S. Kedzie Ave.
Evergreen, IL 60805
773-445-8070
David Blub

Gerald J. Wilkoff, Inc. (Licensed in WI)

95 Main St.
Mineola, NY 11501
516-747-0200
Matthew Wilkoff

Global Indemnity Insurance Agency (Licensed in WI)

195 Scott Swamp Rd.
Farmington, CT 60320
860-676-8830
John Wagner; Lauren Lyga; Linda Hayward; Robert McMillan

Insurance Source, Inc. (Licensed in WI)

4111 Telegraph Rd.
St. Louis, MO 63129
314-416-2602 • 314-416-1011 Fax
Mark Emmerich

Integrity Surety, LLC (Licensed in WI)

19924 Aurora Ave.
Seattle, WA 98133
206-546-1397
Kara Skinner

J. Ryan Bonding, Inc.

2920 Enloe St., Ste. 103
Hudson, WI 54016
800-535-0006 • 800-501-0989 Fax
Chris Kemp; Chris Steinagel; Michael Douglas; Robert Downey

KPS Insurance Services, Inc. (Licensed in WI)

10650 Treena St.
San Diego, CA 92131
858-538-8822
Margie Wager; Michael Strahan

Leech-Bridges, Inc. (Licensed in WI)

1717 Lewis Ave.
Zion, IL 60099
847-872-4982
James Leech

National Surety Services, Inc. (Licensed in WI)

1534 Dunwoody Village Pkwy.
Atlanta, GA 30338
770-394-9444
Anthony DiGeronimo; Michael DiGeronimo; Mike P. DiGeronimo

R&R Insurance Services, Inc.

N80 W14824 Appleton Ave.
Menomonee Falls, WI 53051
414-581-2919
Gregory Barney; Jay Zahn; Kathryn Weidner

Shorewest Surety Services, Inc.

2626 49th Dr.
Franksville, WI 53126
262-884-6590
Andrew Underwood; Daniel Gibson; Todd Schaap

Surety 1 (Licensed in WI)

3225 Monier Cir.
Rancho Cordova, CA 95742
916-737-5730
Barry Page

The Brehmer Agency

12800 W. Silver Spring Dr.
Butler, WI 53007
262-781-3714 • 262-781-6049 Fax
Christopher Brehmer; Jason Braatz; Terrence Geszvain

The Surety Group Agency, LLC (Licensed in WI)

1900 Emery St., Ste. 120
Atlanta, GA 30318
404-352-8211 • 404-351-3237 Fax
Katina Reed; Patty Mills; Traci O'Sullivan

Viking Bond Service, Inc. (Licensed in WI)

22601 N. 19th Ave., Ste. 210
Phoenix, AZ 85027
623-933-9334 ext. 16
Cynthia Baldonado; Elizabeth DeKarske;
Elliot Storch; Jennifer Pixler; Randolph
Anton; Thomas Buckner; Trish Plante

Wells Fargo Insurance Services USA, Inc. (Licensed in WI)

5755 Mark Dabbling Blvd., Ste. 300
Colorado Springs, CO 80919
719-592-1177
Christina Schulman; Deborah Auten; Jeremy
Thompson; Judith Shute

West Bend Mutual Insurance Company

8401 Greenway Blvd.
Middleton, WI 53562
608-410-3410
Gary Alexander; Jennifer Seidler; Teri
Hellenbrand; Timothy Frank

SMALL BUSINESS INVESTMENT COMPANY PROGRAM

There are a variety of alternatives to bank financing for small businesses. The Small Business Investment Company (SBIC) program fills the gap between what owners can fund directly and the needs of the small business for growth capital. Licensed and regulated by the SBA, SBICs are privately owned and managed investment funds that make capital available to qualifying U.S. small businesses. The funds raise private capital and can receive SBA-guaranteed leverage up to three times private capital, with a leverage ceiling of \$150 million per SBIC and \$225 million for two or more licenses under common control. Licensed SBICs are for-profit investment firms whose incentive is to share in the success of a small business. The SBIC program provides funding for a broad range of industries. Some SBICs invest in a particular field or industry while others invest more generally. For more information, visit www.sba.gov/inv.

SMALL BUSINESS INNOVATION RESEARCH PROGRAM

The Small Business Innovation Research (SBIR) program encourages small businesses to advance their technical potential from funds committed by federal agencies with large extramural research and development budgets. The SBIR program serves to fund the critical startup and development stages

for a technology and encourages commercialization of the technology, product or service. In turn, this stimulates the U.S. economy.

SBIR Requirements

Small businesses must meet the following eligibility criteria to participate in the SBIR program.

- Be 51 percent owned and controlled by one or more individuals who are U.S. citizens or permanent resident aliens in the U.S. or be a for-profit business concern that is at least 51 percent owned and controlled by another for-profit business concern that is at least 51 percent owned and controlled by one or more individuals who are citizens of, or permanent resident aliens in, the U.S.
- Be for-profit.
- Principal researcher must be employed by the small business.
- Company size cannot exceed 500 employees.

For more information on the SBIR program visit www.sba.gov/sbir.

Wisconsin Entrepreneurs' Network

432 Lake St., Ste. 435
Madison, WI
Director: Cheryl Vickroy, MBA
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608-235-6950 • 608-263-7830 Fax
www.wenportal.org and
www.wisconsinsbir.org

Participating Agencies

Each year, the following eleven federal departments and agencies are required to reserve 2.5 percent of their extramural R&D funds for award to small businesses through the SBIR program: Departments of Agriculture; Commerce; Defense; Education; Energy; Health and Human Services; Homeland Security; Transportation; Environmental Protection Agency; National Aeronautics and Space Administration; and National Science Foundation.

SMALL BUSINESS TECHNOLOGY TRANSFER PROGRAM

The Small Business Technology Transfer (STTR) program reserves a specific percentage of federal R&D funding for award to small business and non-profit research institution partners. Central to the program is expansion of public/private sector partnerships to include joint venture opportunities for small business and the nation's

premier nonprofit research institutions. Small business has long been where innovation and innovators thrive, but the risk and expense of conducting serious R&D efforts can be beyond the means of many small businesses. Non-profit research laboratories are also instrumental in developing high-tech innovations, but frequently innovation is confined to the theoretical. STTR combines the strengths of both entities by introducing entrepreneurial skills to high-tech research efforts. The technologies and products are transferred from the laboratory to the marketplace. The small business profits from the commercialization, which, in turn, stimulates the U.S. economy.

STTR Requirements

Small businesses must meet the following eligibility criteria to participate in the STTR program.

- Be 51 percent owned and controlled by one or more individuals who are U.S. citizens or permanent resident aliens in the U.S.
 - Be for-profit.
 - Principal researcher need not be employed by the small business.
 - Company size cannot exceed 500 employees. (No size limit for nonprofit research institution).
- The nonprofit research institution partner must also meet certain eligibility criteria:**
- Be located in the United States and be one of the following:
 - Nonprofit college or university.
 - Domestic nonprofit research organization.
 - Federally funded R&D center.

Participating Agencies

Each year the following five Federal departments and agencies are required by STTR to reserve 0.3 percent of their extramural R&D funds for award to small business/nonprofit research institution partnerships: Department of Defense; Department of Energy; Department of Health and Human Services; National Aeronautics and Space Administration; and National Science Foundation.

SBA ONLINE: WEB-BASED TOOLS FOR BUSINESS OWNERS

The old adage “time is money” is perhaps one of the most pertinent statements that you can apply to small business owners. Whether you’re starting a business or managing a growing one, entrepreneurs and business owners wear many hats and have many questions:

- What laws and regulations apply to my business?
- How do I start to write a business plan?
- Where can I get help with X, Y and Z?

Many of us invariably turn to our networks and the Internet to find answers. But how can you trust that the information you are getting is truly applicable to your business and, let’s face it, even accurate?

As part of its mission to help business owners start, succeed and grow, SBA, through the SBA.gov website has developed numerous online tools and guides to help small businesses get information and answers they need quickly and efficiently. For example, these **10 Steps to Starting a Business** and these **10 Steps to Hiring your First Employee** guides are essential reading. **SBA Direct** is another useful tool that personalizes business owners’ experience on the SBA.gov website. Then there are the **Licenses and Permits Search Tool** and the **Loans and Grants Search Tool**.

New Online Tools to Help Business Owners Plan, Manage and Grow

Over the past couple of months, the SBA has expanded its capacity and selection of tools and information that business owners need by developing a whole range of new online features! Check them out:

1. Get to Know Your Market and Competition Better with the SizeUp Tool

Want to know how your business stacks up against the competition? Where your potential competitors are located? Where the best places are to advertise your business? These are all critical inputs for your business plan and can also help back up any financing applications.

Now with the new **SizeUp** tool you can crunch millions of data points and get customizable reports and



statistics about your business and its competition. Just enter your industry, city, state and other details. SizeUp then runs various reports and provides maps and data related to your competition, suppliers and customers. It also highlights potential advertising opportunities.

2. Build a Business Plan Tool

Business planning can seem a daunting task, but it doesn’t have to be that way. To help you plan and steer your business, this new **“Build a Business Plan”** tool guides you through the process of creating a basic, downloadable business plan. The great thing about it is you can build a plan in smaller chunks of time, save your progress and return at your leisure.

To use the tool, simply log into SBA.gov (registration is free, **sign up here**) and enter information into a template for each section of the business plan including, market analysis, company description and financial projections. The tool is secure and confidential and will keep your plan on record for up to six months. You can also save, download or email the plan at any time.

3. Size Standards Tool - Find Out Fast if You Qualify for Government Contracts

In order to be eligible to sell to the government and compete for small business “set-aside” contracts, business owners had to rummage through various rules and matrices to find out if their business is truly “small” according to **SBA size standards**. Now, with this new **Size Standards Tool**, you can follow three simple

steps to cut through the guesswork and quickly find out if you qualify for government contracting opportunities. SBA also offers other resources including **government contracting training courses**, and **guides to help you register as a contractor**.

4. Events Calendar - Locate Business Training and Seminars

SBA and its partners, including Small Business Development Centers, Women’s Business Centers, and SCORE, hold hundreds of small business training seminars and workshops across the country. Until now, there was no single repository for these events. Now, with SBA’s **Events Calendar**, you can quickly find and sign up for training. Enter a date range and/or zip code to locate events in your area. Results are filtered by topic such as “starting a business,” “managing a business,” “business planning,” and “financing a business.”



Use of Proceeds in SBA Loan Programs

Ways Borrowers Can Use The Money

(Information current as of 04/26/2013)

Program	Who Qualifies	Use of Proceeds	Maturity	Maximum Loan Amount	Structure	Benefit to Borrower
Basic 7(a)	For-profit businesses that can meet SBA's size standards, nature of business, use of proceeds, credit elsewhere, and other miscellaneous eligibility factors.	Acquire land; purchase existing building; convert, expand or renovate buildings; construct new buildings; acquire and install fixed assets; acquire inventory; purchase supplies and raw materials; purchase a business, start a business, leasehold improvements, term working capital; and under certain conditions to refinance certain outstanding debts.	Based on the use of proceeds and borrower's ability to repay. Not based on collateral. Maximum maturity: 10 years for working capital (seven years is common), 10 years for fixed assets, 25 years for real estate.	A basic 7(a) can be for as much as \$5 million. SBA's limit to any one business is \$3.75 million so a business can have multiple loans guaranteed by SBA but the SBA portion cannot exceed \$3.75 million.	Term loans with one monthly payment of principal and interest (P&I). Borrower contribution required. Interest rate depends upon how lender applies for guaranty (see lender program chart). Cannot revolve, no balloon or call provisions.	Obtains financing not otherwise available, fixed maturity, available when collateral is limited. Can establish or re-affirm relationship with lender.
International Trade Loan (ITL)	Same as basic 7(a). Plus, business must be engaged or preparing to engage in exporting or be adversely affected by competition from imports.	Acquire, renovate, modernize facilities or equipment used in making products or services to be exported. Plus, for permanent working capital and to refinance business debts currently on unreasonable terms.	Same as basic 7(a).	Same as basic 7(a), but when borrower has both international trade and working capital loans, guaranteed by the SBA, the limit to any one business can be \$4 million.	Same as basic 7(a).	Same as basic 7(a). Plus, long-term financing for export related fixed assets and working capital.
Export Working Capital Loans (EWCP)	Same as basic 7(a). Plus, must be in business one year and engaged or preparing to engage in exporting.	Short-term working capital for export purposes, including ability to support an Export Stand-By Letter of Credit.	Can be up to a maximum of 36 months but generally 12 months or less.	Same as basic 7(a).	Finance single or multiple transactions. Interest paid monthly, principal paid as payments from items shipped overseas are collected. Can be renewed annually. Extra fees apply. Percentage of guaranty up to 90%. Generally revolving.	Provides American exporters with line of credit that can be separated from domestic operations line of credit.
Seasonal CAPLines	Same as basic 7(a). Plus, in business for at least one year and can demonstrate seasonal financing needs.	To finance the seasonal increases of accounts receivable, inventory and labor.	10 years	Same as basic 7(a).	Short-term financing for seasonal activities to be repaid at the end of the season when payment for the seasonal activity is made to business.	Provides opportunity for seasonal businesses to get seasonal financing not otherwise available.
Contract CAPLines	Same as basic 7(a). Plus, will perform on contract or purchase order for some third party buyer.	To finance the cost of one or more specific contract, sub-contract, or purchase order, including overhead or general and administrative expenses, allocable to the specific contract(s).	10 years	Same as basic 7(a).	Short-term financing for performance of approved contract, sub-contract, or purchase order to be repaid when payment for the activity is made to business. Can be revolving or not.	Provides opportunity for contractors and sub-contractors to get financing not otherwise available.
Builders CAPLines	Same as basic 7(a). Plus, building/renovating residential or commercial structure for re-sale without knowing buyer at time of approval.	For the direct expenses related to the construction and/or "substantial" renovation costs of specific residential or commercial buildings for resale, including labor, supplies, materials, equipment rental, direct fees. The cost of land is potentially eligible.	Maximum of three years to disburse and build or renovate. Extension possible to accommodate sale.	Same as basic 7(a).	Short-term financing to build or renovate home or building for sale to unknown third party. "Substantial" means rehabilitation expenses of more than one-third of the purchase price or fair market value at the time of application. Can be revolving or not.	Provides opportunity for residential and commercial builders to get financing not otherwise available.

Use of Proceeds in SBA Loan Programs continued
Ways Borrowers Can Use The Money
(Information current as of 04/26/2013)

Program	Who Qualifies	Use of Proceeds	Maturity	Maximum Loan Amount	Structure	Benefit to Borrower
Working Capital CAPLines	Same as basic 7(a). Plus, business needing short term revolving line of credit.	For short-term working capital and operating needs. Proceeds must not be used to pay delinquent withholding taxes or similar trust funds (state sales taxes, etc.) or for floor planning.	10 years	Same as basic 7(a).	Lender has latitude with structuring principal payments. Borrower should discuss with lender. Must be revolving. Extra fees apply.	Provides opportunity for businesses that sell on credit to get revolving financing not otherwise available.
Dealer Floor Plan Pilot	Same as basic 7(a). Plus, businesses engaged in retail sales of inventory requiring floor plan financing requirements.	For the acquisition of inventory at wholesale prices for retail re-sale that is classified as titleable inventory (auto, motorcycle, boat, RV, trailers, and manufactured homes).	Minimum one year Maximum five years	\$5 million. Minimum loan size: \$500,000	Revolving Floor Plan financing. Disbursement to acquire floor plan inventory, repayment immediately after item of inventory is sold. Potential high degree of lender monitoring with corresponding extra servicing fees.	Provides opportunity for businesses needing floor plan financing when such financing may not be otherwise available.
Lender Structured Line of Credit	Businesses needing a line of credit.	Working capital	If revolving, seven-year maximum, including term out period.	Depends upon how the lender chooses to apply for an SBA Guaranty. Generally up to \$350,000.	Structure is established by individual lender.	Has availability for a line of credit to help with the short-term cash needs of the business.
Non-7(a) Programs						
504 Loan Program	Businesses that can meet the SBA's size standards, nature of business, use of proceeds, credit elsewhere, and other miscellaneous factors.	For the acquisition of long-term fixed assets, equipment with a useful life of at least 10 years; refinance loan-term fixed asset debt under certain conditions; working capital under certain conditions; to reduce energy consumption; and to upgrade renewable energy sources.	Based on the use of proceeds. Twenty years for real estate. Ten years for machinery and equipment.	Based on the use of proceeds. Twenty years for real estate. Ten years for machinery and equipment.	Loans packaged by Certified Development Companies (CDC) and designed to finance up to 40 percent of a "project" ¹ secured with a 2nd position lien. Another loan from a third party lender financing up to 50 percent of the same project secured in 1st position, and borrower contribution of at least 10 percent. Extra contributions for special purpose properties and new businesses.	Fees under 3 percent, long-term fixed rate, low borrower contribution, full amortization with no call or balloon conditions.
Microloan Program	Same as basic 7(a). Plus, start-up nonprofit child-care businesses.	Same as basic 7(a). Plus, funds to establish nonprofit child-care centers.	Shortest term possible, not to exceed six years.	\$50,000 to the small business at any given time.	The SBA provides a loan to a nonprofit micro-lender called an "intermediary" who uses the proceeds to make microloans to small businesses. Technical assistance can also be provided.	Direct loan from nonprofit intermediary lender, fixed-rate financing, can be very small loan amounts, and technical assistance is available.

¹ "Project" is the purchase or lease, and/or improvement or renovation of long term fixed assets by a small business, with 504 financing, for use in its business operations.

All SBA programs and services are provided on a nondiscriminatory basis.

Lender's Program Chart

Ways Lenders Can Request Guarantees

(Information current as of 04/26/2013)

The chart below explains the rules for lenders for various SBA-backed loans to borrowers.

Processing Program	Which Lenders Qualify	Types of Use of Proceeds Loans that can be Guaranteed	Maximum Allowable Interest Rates	Eligibility Analysis	Credit Analysis	Maximum Loan Amount
Standard Processing	Lenders that have an executed participation agreement with the SBA.	Basic 7(a). International trade, export working capital, all CAPlines, dealer floor plan.	Base rate is <i>Wall Street Journal</i> prime, LIBOR* one month rate plus 3 percent, or SBA Peg rate. Plus, an allowable spread from 2.25 to 2.75 percent based on term. Lender can add 2 percent if loan is \$25,000 or less, and 1 percent if \$25,001 to \$50,000. Can be fixed or variable.	Lender completes eligibility questionnaire and SBA reviews eligibility during loan processing.	Lender to cover all aspects of prudent credit analysis with emphasis on applicant's ability to repay loan from operation. SBA conducts analysis of lender's work.	Maximum loan \$5 million. Loans up to \$150,000 guaranteed up to 85 percent; loans over \$150,000 guaranteed up to 75 percent. Business with multiple SBA loans may get some variations.
Certified Lender Program (CLP) Processing	Same as Standard 7(a). Plus, an executed CLP agreement.	Same as Standard processing except no policy exceptions.	Same as Standard 7(a).	Same as Standard 7(a).	Same as Standard 7(a) except SBA reviews lender's work, not a re-analysis.	Maximum loan \$5 million. Guaranty percentage same as Standard 7(a).
Preferred Lender Program (PLP) Processing	Same as Standard 7(a). Plus, an executed PLP agreement.	Same as Standard processing except restrictions on loans involving some types of debt refinancing.	Same as Standard 7(a).	Lender completes Eligibility Checklist (SBA Form 7).	Delegated to lender.	Maximum loan \$5 million. Guaranty percentage same as Standard 7(a).
SBA Express Processing	Same as Standard 7(a). Plus, an executed SBA Express agreement.	Basic 7(a) with restrictions on some types of debt refinancing. Plus, lender structured term and revolving loans.	If \$50,000 or less, cannot exceed prime + 6.5 percent. If over \$50,000, cannot exceed prime + 4.5 percent. Prime may be lender prime.	Lender completes SBA Form 1920SX (Part C) "Eligibility Information."	Delegated to lender.	Maximum loan \$350,000. Guaranty percentage 50 percent.
Patriot Express Processing	Same as Standard 7(a). Plus, either an executed PLP or SBA Express Agreement.	Basic 7(a) except restrictions on some types of refinancing.	Same as Standard 7(a) except Prime may be Lender Internal Prime.	Lender completes SBA Form 1920SX (Part C) "Eligibility Information." Must be member of the military community.	Delegated to lender.	Maximum loan \$500,000. Guaranty percentage same as Standard 7(a).
Export Express Processing	Same as Standard 7(a). Plus, an executed Export Express Agreement.	Similar to export working capital loans and international trade loans which meet export related eligibility criteria.	If \$50,000 or less, cannot exceed prime + 6.5 percent. If over \$50,000, cannot exceed prime + 4.5 percent. Prime may be lender prime.	Lender completes SBA Form 1920SX (Part C) "Eligibility Information."	Delegated to lender.	Maximum loan \$500,000. Guaranty percentage same as Standard 7(a).
Small/Rural Lender Advantage	Same as Standard 7(a). Plus, separate approval based on having processed 20 or fewer SBA loans annually over the last three fiscal years.	Basic 7(a) except restrictions on some types of refinancing.	Same as Standard 7(a).	Lender completes SBA Form 2301 (Part C) "Eligibility Questionnaire."	Similar to Standard 7(a) except credit factors to consider are more defined.	Maximum loan \$350,000. Guaranty percentage same as Standard 7(a).
Community Advantage	Same as Standard 7(a). Plus, an executed Community Advantage Agreement.	Basic 7(a) except restrictions on some types of refinancing.	Prime plus 6 percent.	Non-Delegated Lenders complete SBA Form 2301 (Part C). Delegated Lenders complete SBA Form 2301 (Part D).	Similar to Standard 7(a) except credit factors to consider are more defined.	Maximum loan \$250,000. Guaranty percentage same as Standard 7(a).
Small Loan Advantage	Same as Standard 7(a) and having PLP and/or Express Agreement provides added benefit to lender.	Basic 7(a) except restrictions on some types of refinancing.	Same as Standard 7(a).	Lender completes SBA Form 1920SX (Part C) "Eligibility Information."	Similar to Standard 7(a) except credit factors to consider are more defined.	Maximum loan \$350,000. Guaranty percentage same as Standard 7(a).

All SBA programs and services are provided on a nondiscriminatory basis. *London InterBank Offered Rate

Take Advantage of What the SBA Offers

SBA has something to offer every entrepreneur and small business owner across America. We have spent the past three years making our programs more streamlined and more simplified.

Whether you are an older employee ready to begin a second career by starting your own business or a veteran returning from active duty service and interested in entrepreneurship, SBA can help.

SBA offers programs and services ranging from assisting with drafting a business plan, guidance on obtaining a government contract to what it takes to start exporting.

Our goal is to make it as easy as possible for small businesses in every industry to find the resources and tools they need. One way we have helped small business owners learn about the programs and tools available to them is through the creation of Business.USA.gov. We worked jointly with the Department of Commerce to develop a website where businesses could easily navigate and find resources across the federal government. We are confident this centralized, one-stop platform will make it easier than ever for businesses to take advantage of programs and services.

For women who own small businesses, SBA offers specialized training and counseling at Women Business Centers around the country. The Women-Owned Small Business Federal Contract program that was created in 2011 allows contracting officers to set aside certain federal contracts for women-owned small businesses.

If you are a young entrepreneur, SBA has a program for you whether it is a specialized online training course, an in-person event targeted at encouraging young entrepreneurs to start their own businesses, or training on small business opportunities through Jobs Corps Centers around the country through SBA's partnership with the Department of Labor. For those who may no longer fall into the category of young entrepreneur, this year SBA launched a campaign to target entrepreneurs ages 50 and older. Through this initiative, SBA and AARP have committed to jointly counsel, train or mentor over 100,000 new and existing "Encore Entrepreneurs" over the next year.

While some small businesses need significant funding to expand, other small businesses may only need small loans to grow and create jobs. SBA's microloan program provides small, short-term loans to small businesses. The average microloan amount is about \$13,000, which allows small businesses to take advantage of these loans for working capital, or purchasing inventory or machinery.

For small businesses that are already successful, but have the potential for further growth, the SBA created the Emerging Leaders (formerly e200) program. This training initiative focuses on executives of established businesses, currently poised for growth from communities around the country. The program provides these executives with the organizational framework, resource network, and motivation needed to build a sustainable business of size and scale. SBA has focused this program in historically underserved geographic areas, including Native American communities, and the result has been new jobs, investment and a more sustainable economic base in distressed areas.

For businesses located in underserved markets, SBA has created the Small Loan Advantage (SLA) program which encourages SBA lenders to make lower-dollar loans, often benefiting businesses in underserved communities, and the Community Advantage initiative which increases the number of SBA lenders that reach underserved communities. SBA's Historically Underutilized Business Zones program can also help small businesses in urban and rural communities take advantage of preferential access to federal procurement opportunities.

If you are a small business interested in developing or expanding your exporting businesses, SBA has a number of loan programs, including our Export Express Program and Export Working Capital Program that can help small businesses access loans for exporting quickly and easily.

For veteran entrepreneurs, in addition to loan programs and federal contracting set-asides, SBA has recently launched the Boots to Business program which provides videos, training and courses on entrepreneurship for transitioning service members. Based on the success we have seen, SBA is growing this program in 2013.

As you can see from this variety of programs and initiatives, SBA has something for everyone interested in starting or growing small businesses. SBA and its nationwide network of resource partners help millions of small businesses each year start, grow and succeed, but there are millions more small businesses out there that need SBA assistance. SBA's mission this year is to help even more small businesses owners and entrepreneurs achieve their dreams.

After streamlining and improving our programs over the past few years, we feel confident that all small businesses, regardless of industry, can take advantage of one of SBA's programs. SBA is committed to making sure that the agency has something to offer each and every small business owner.

CONTRACTING

Applying for Government Contracts



The U.S. government is the largest single purchaser of goods and services in the world, buying everything from armored tanks to paper clips. Every year, the federal government awards more than \$500 billion in contracts, and a significant share of those contracts are specifically allotted to small businesses.

The Small Business Administration works with agencies to award at least 23 percent of all prime government contracts to small businesses, with specific statutory goals for small disadvantaged businesses (SDB), businesses that are women-owned (WOSB) or service-disabled veteran-owned (SDVOSB), and businesses that are located in historically underutilized business zones (HUBZone).

The agency ensures that small businesses have access to long-lasting development opportunities, which means working with small businesses to help them stay competitive, as well as encouraging federal agencies to award more contracts to small businesses. The SBA features outreach programs, matchmaking events, and online training opportunities; and helps agencies identify contracting opportunities for small businesses.

HOW GOVERNMENT CONTRACTING WORKS

Sealed bidding vs. Negotiation

There are two methods the government uses to purchase goods and services, sealed bidding and negotiation. The first method, sealed bidding, involves issuing an invitation for bid by a procuring agency. Under the sealed bidding method, a contract is awarded to a responsible bidder whose bid, conforming to the invitation for bids, will be most advantageous to the government, considering only price and the price-related factors included in the invitation for bid. The second method, negotiation, involves issuing a request for proposal (RFP) or request for quotation (RFQ). The business with the best proposal in terms of technical content, best value, price and other factors generally wins the contract.

Types of Contracts

Firm fixed-price contracts place the full responsibility for the costs and risk of loss on the contractor. Firm fixed-price contracts do not permit any adjustment on the basis of the contractor's costs during the performance of the contract. It provides

maximum incentive for the contractor to control costs and perform effectively and imposes a minimum administrative burden upon the contracting parties. This type of contract is used in all sealed bid and some negotiated procurements.

Cost reimbursement contracts provide for the payment of allowable costs incurred by the contractor, to the extent stated in the contract. The contract establishes a ceiling price, above which a contractor may not exceed without the approval of the contracting officer. Cost reimbursement contracts are commonly used in research and development contracts.

Some contracts do not fit neatly into these two categories, such as time and material contracts (prices for hourly wages are fixed but the hours are estimated) and letter contracts (authorizes a contractor to begin work on an urgent requirement).

Small Business Set-Asides

A "set-aside" for small businesses reserves an acquisition exclusively for small business participation. There are two ways in which set-asides can be determined. First, if an acquisition of goods or services has an anticipated

dollar value of at least \$3,000 but not exceeding \$150,000, it is automatically reserved for small businesses. The acquisition will be set aside only if the contracting officer determines there are two or more responsible small businesses that are competitive in terms of market prices, quality and delivery. Second, if an acquisition of goods or services is more than \$150,000, and if it is likely offers will be obtained from at least two responsible small businesses, and if awards will be made at fair market prices, the acquisition is reserved exclusively for small business. Reasonable expectations of small business competition may be evaluated using past acquisition history of an item or similar items.

There are several exceptions and unique rules for specific kinds of small businesses and industries. For Research and Development (R&D) small business set-asides, there must be reasonable expectation of obtaining from small businesses the best scientific and technological sources consistent with the demands of the proposed acquisition. For small business set-asides other than for construction services, any business proposing to furnish a product that it did not manufacture must furnish the product of a small business manufacturer unless the SBA has granted either a waiver or exception to this requirement. In industries where the SBA finds that there are no small business manufacturers, it may issue a waiver to this non-manufacturer rule. Waivers permit small businesses to provide any domestic firm's product.

Subcontracting

Subcontracting opportunities are a great resource for small businesses, especially for those not ready to bid as prime contractors. Experience gained from subcontracting with a federal prime contractor can better prepare businesses to bid for prime contracts.

Current regulations stipulate that for contracts offering subcontracting opportunities over \$650,000 for goods and services, or \$1.5 million for construction, large business prime contractors must offer maximum practicable subcontracting opportunities to small businesses. Large business prime contractors must submit a subcontracting plan describing how they will successfully subcontract to small businesses.

To find subcontracting opportunities, a list of federal prime solicitations is listed under the U.S. Small Business Administration Subcontracting Network (SUBNET) web.sba.gov/subnet/search/index.cfm and through the General

Services Administration (GSA) at www.gsa.gov/portal/content/101195. Research the list of prime contractors and determine which are best suited to your business. Develop a marketing strategy, and then contact the Small Business Liaison Officer (SBLO) listed for each prime to schedule an appointment.

SBA CONTRACTING PROGRAMS HUBZONE

The Historically Underutilized Business Zones (HUBZone) program helps small businesses located in distressed urban and rural communities gain access to federal set-aside contracts and sole source contracts, as well as a price evaluation preference in full and open contract competitions. There is a statutory goal that HUBZone small business concerns be awarded not less than 3 percent of the total value of all prime contract awards. The HUBZone program also establishes preference for award of federal contracts to small businesses in these areas. To qualify for the program, a business (except those that are tribally-owned) must meet the following criteria:

- It must be a small business by SBA size standards
- It must be owned and controlled at least 51 percent by U.S. citizens, or a Community Development Corporation (CDC), an agricultural cooperative, or an Indian tribe
- Its principal office must be located within a "Historically Underutilized Business Zone," which includes lands considered "Indian Country" and military facilities closed by the Base Realignment and Closure Act
- At least 35 percent of its employees must reside in a HUBZone.

Existing businesses that choose to move to qualified areas are eligible to apply for certification. To fulfill the requirement that 35 percent of a HUBZone firm's employees reside in a HUBZone, employees must live in a primary residence at a place for at least 180 days, or as a currently registered voter, and with intent to live there indefinitely.

The SBA is responsible for:

- Determining whether or not individual concerns are qualified HUBZone small business concerns;
- Maintaining a list of qualified HUBZone small business concerns for use by acquisition agencies in awarding contracts under the program;

- Adjudicating protests and appeals of eligibility to receive HUBZone contracts.

For additional information, visit www.sba.gov/hubzone.

Procurement Assistance

The Procurement Technical Assistance Centers help small businesses win government contracts by providing services such as market research, electronic bid matching and bid preparation assistance. They are located at:

Wisconsin Procurement Institute

Executive Director – Aina Vilumsons
10437 Innovation Dr., Ste. 228
Milwaukee, WI 53226
414-270-3600
www.wispro.org
info@wispro.org

Tribal Procurement Technical Assistance Center

Oneida Skenandore Complex
909 Packerland Dr.
Green Bay, WI 54155
Gwen Carr, Program Manager
920-496-7430
<http://faccptac.com/>

Other Procurement Opportunities

City of Madison

Contracting & Purchasing
www.cityofmadison.com/business/contractingPurchasing.cfm

City of Milwaukee

Procurement Services
414-286-3501
www.ci.mil.wi.us/ProcurementServices327.htm

Dane County

Purchasing Division
608-266-4131
www.danepurchasing.com

Milwaukee County Procurement Division

Patrick M. Lee, Director of Procurement
414-223-8106 or 414-223-8100
<http://county.milwaukee.gov/Procurement7902.htm>

Milwaukee Metropolitan Sewerage

District's Office of Procurement & Contract Management
Peter Coffaro, Procurement and Business Development Manager
414-225-2130
<http://v3.mmsd.com/Procurement.aspx>

State of Wisconsin, Bureau of Procurement

VendorNet
800-482-7813 or 608-264-7897
<http://vendornet.state.wi.us/vendornet/default.asp>

University of Wisconsin Procurement
Office of Procurement Campus Contacts
www.uwsa.edu/proc/campuscontacts.htm

Wisconsin Department of Public
Instruction Procurement
http://fns.dpi.wi.gov/fns_procurement

Wisconsin Department of Transportation
Procurement
www.dot.wisconsin.gov/localgov/transit/procurement.htm

Wisconsin Iowa and Central Illinois
Minority Supplier Development Council
P.O. Box 8577
Madison, WI 53708-8577
608-241-5858
Floyd Rose, Ph.D., President
www.suppliercouncil.org/

8(a) BUSINESS DEVELOPMENT PROGRAM

The 8(a) Business Development program is a nine-year program established to assist eligible socially and economically disadvantaged individuals to develop and grow their businesses. Business development assistance includes one-on-one counseling, training workshops, match-making opportunities with federal buyers and other management and technical guidance. There is a statutory requirement that small disadvantaged business concerns be awarded not less than 5 percent of the total value of all prime contract awards. All firms that become eligible for SBA's 8(a) business development assistance are also considered small disadvantaged business concerns for the purpose of federal contracting.

To be eligible for the 8(a) Business Development program, a business must meet the following criteria:

- It must be a small business by SBA size standards;
- It must be owned (at least 51 percent) by one or more individuals who qualify as socially and economically disadvantaged, and who are U.S. citizens of good character;
- It must be controlled, managed, and operated full-time by one or more individuals who qualify as disadvantaged, and;
- It must demonstrate potential for success (generally by being in business for at least two full years) and have the capacity to perform on government and non-government contracts before applying.

Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as a member of a group without regard

WHAT YOU SHOULD KNOW ABOUT YOUR BUSINESS

To be eligible to bid on a federal contract, you must know your business. Answer the following three questions:

1. Are you a small business?

Is your small business:

- Organized for profit?
- Located in the U.S.?
- Operated primarily within the U.S. or making a significant contribution to the U.S. economy through payment of taxes or use of American products, materials, or labor?
- Independently owned and operated?
- Not dominant in the field of operation in which it is bidding for government contracts?
- A sole proprietorship, partnership, corporation, or any other legal form?

If the first six criteria apply to your business, ask yourself the second important question to find out if your business meets size standard requirements.

2. What is the size standard for your business?

Size standards are used to determine whether a business is small or "other than small." Size standards vary depending upon the industry. To determine the size standard for your business, you will need a North American Industry Classification code (NAICS). Every federal agency uses these codes when considering your business. To determine your NAICS code, go to www.census.gov/eos/www/naics/. Some SBA programs require their own unique size standards. To find out more about these requirements and other size standard information, go to www.sba.gov/size.

to their individual capabilities. The following individuals are presumed to be socially disadvantaged: Black Americans, Native Americans, Alaska Natives or Native Hawaiians, Hispanic Americans, Asian Pacific Americans, and Subcontinent Asian Americans. An individual who is not a member of one of these groups must establish individual social disadvantage by a preponderance of evidence. Economically disadvantaged individuals are socially disadvantaged individuals whose ability to compete in the free-enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in

3. Do you fall under a specific certification?

Under the umbrella of "small business," SBA has outlined several specific certifications that businesses may fall under. These certifications are divided into two categories:

SBA-Certified and Self-Certified.

The SBA-Certified Programs were created to assist specific businesses in securing federal contracts and therefore can only be issued by SBA administrators. For the Self-Certified Programs, you can determine for yourself if your business meets the requirements by referring to the Federal Acquisition Regulation (FAR).

Just as Congress has given federal agencies a goal of procuring 23 percent of federal contracts from small businesses, so too must federal agencies meet specific contracting goals for other categories of small firms. These goals are:

- 23 percent of contracts for Small Businesses
- 5 percent of contracts to Small Disadvantaged Businesses
- 5 percent to Women-Owned Small Businesses
- 3 percent to Service-Disabled Veteran-Owned Small Businesses
- 3 percent to HUBZone Small Businesses

Federal agencies have a strong incentive to fulfill these contracting goals. You should apply for those SBA-Certified and Self-Certified programs for which you qualify to take advantage of contracting opportunities.

the same or similar line of business who are not socially disadvantaged.

Firms owned by Alaska Native Corporations, Indian tribes, Native Hawaiian organizations, and Community Development Corporations can also apply to the SBA for 8(a) business development assistance.

So that approved firms can obtain training, counseling, and business development assistance, SBA designates a staff person at a local SBA district office, geographically near the business to coordinate the firm's business development assistance.

SBA is responsible for:

- Determining whether a business qualifies for the 8(a) Business Development program;
- Determining whether a business continues to qualify, during the nine-year term;
- Approving Mentor/Protégé agreements between 8(a) firms and large businesses;
- Providing technical guidance and business development assistance during the nine-year term.

For additional information, visit www.sba.gov/8a.

SMALL DISADVANTAGED BUSINESS

A Small Disadvantaged Business (SDB) is defined as a small business that is at least 51 percent owned and controlled by one or more individuals who are socially and economically disadvantaged.

There is a federal government-wide goal of awarding at least 5 percent of prime contracting dollars to SDBs each year. Large prime contractors must also establish a subcontracting goal for SDBs in their subcontracting plans.

Firms self-certify as SDB without submitting any application to the SBA; however, firms approved by the SBA into the 8(a) Business Development program are automatically certified as an SDB. To self-certify, firms should update their System for Award Management (SAM), previously CCR profiles.

SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

The Service-Disabled Veteran-Owned Small Business (SDVOSB) program has a federal government-wide goal of awarding at least 3 percent of prime and subcontracting dollars to Service-Disabled Veteran-Owned Small Businesses each year. Large prime contractors must also establish a subcontracting goal for Veteran-Owned Small Businesses in their subcontracting plans. These subcontracting goals are reviewed at time of proposal by both the contracting officer and the SBA prior to the award of a contract.

The SDVOSB protest is administered by SBA to ensure that only businesses owned by service-disabled veterans receive contracts reserved exclusively for them. When a business's SDVOSB self-certification is challenged, the SBA determines if the business meets the status, ownership and control requirements.

To determine your eligibility, contact your local veterans' business development officer, visit the various program websites, or contact SBA's Office of Veterans Business Development at www.sba.gov/about-offices-content/1/2985.

WOMEN-OWNED SMALL BUSINESS FEDERAL CONTRACT PROGRAM

On October 7, 2010, the SBA published a final rule effective February 4, 2011, aimed at expanding federal contracting opportunities for women-owned small businesses. The Women-Owned Small Business (WOSB) Federal Contract program authorizes contracting officers to set aside certain federal contracts for eligible women-owned businesses and economically disadvantaged women-owned small businesses.

To be eligible, a firm must be at least 51 percent owned or controlled by one or more women. The women must be U.S. citizens. The firm must be "small" in its primary industry in accordance with SBA's size standards for that industry. To be deemed "economically disadvantaged" its owners must demonstrate economic disadvantage in accordance with the requirements set forth in the final rule. For additional information, visit www.sba.gov/wosb.

Large prime contractors must also establish a subcontracting goal for Woman-Owned Small Businesses in their Subcontracting Plans. These subcontracting goals are reviewed at time of proposal by both the contracting officer and the SBA prior to the award of a contract.

Wisconsin Angel Network

Wisconsin Angel Network (WAN) is to build early-stage capital capacity throughout Wisconsin, increasing the number and amount of equity investments in Wisconsin's entrepreneurs
608-442-7557 ext. 23
www.wisconsinangelnetwork.com/

Wisconsin Innovation Network (WIN)

The Wisconsin Innovation Network (WIN) is The Tech Council's membership subsidiary - a community-based economic development organization dedicated to fostering innovation and entrepreneurship. In association with the Tech Council, WIN programs focus on the needs and challenges faced by new and growing technology-based businesses in Wisconsin.
www.wisconsinintechcouncil.com/win/

THE VALUE of HEALTHCARE

Get your business check-up today!



SBA.gov/healthcare

- Learn what the Affordable Care Act (ACA) means for you and your small business with information about key pieces of the law based upon the size of your business

Healthcare.gov

- Learn more about the new small business health insurance marketplaces, find coverage options for your employees and enroll in either your state or federal marketplace

BusinessUSA.gov/healthcare

- This new site includes a search tool to direct you to ACA resources based on a business's location, size and current insurance offerings

For more information, visit the above resources or contact your local SBA District Office.

GETTING STARTED IN CONTRACTING

Once you have identified the important information regarding your business, it is time to start the process of procuring a government contract.

1. Identify your DUNS (Data Universal Numbering System) Number

To register your business, obtain a DUNS number used to identify and track millions of businesses. You can obtain your free DUNS number when registering with the System for Award Management. Log on to www.sam.gov for more information or by contacting Dun & Bradstreet at www.dnb.com.

2. Identify your EIN (Employer Identification Number)

An EIN, otherwise known as a federal tax identification number, is generally required of all businesses. For more information, go to www.irs.gov.

3. Identify your NAICS (North American Industry Classification) codes

The NAICS codes are used to classify the industry a particular business occupies. You will need at least one NAICS code to complete your registration, but be sure to list as many as apply. You may also add or change NAICS codes at any time. Visit www.census.gov/eos/www/naics/ to find NAICS codes.

4. Identify your SIC (Standard Industrial Classification) codes

The SIC codes are four-digit numbers that are used to classify the industry a particular business occupies. While NAICS codes have largely replaced SIC codes, you will still need to provide your SIC code. SIC codes can be found at www.osha.gov/pls/lmis/sicsearch.html.

5. Register with the System for Award Management (SAM), formerly the Central Contractor Registration (CCR)

The SAM is an online federal government maintained database of companies wanting to do business with the federal government. Agencies search the database for prospective vendors. Register at SAM.gov.

After completing registration, you will be asked to enter your small business profile information through the SBA Supplemental Page. The information will be displayed in the Dynamic Small Business Search.

Creating a profile in SAM and keeping it current ensures your firm has access to federal contracting opportunities. Entering your small business profile, including your business information and key word description, allows contracting officers, prime contractors, and buyers from state and local governments to learn about your company.

6. Register with the GSA Schedule

The GSA (General Services Administration) Multiple Award Schedule (aka Federal Supply Schedule) is used by GSA to establish long-term, government-wide contracts with commercial firms.

Once these contracts are established, government agencies can order the supplies and services they need directly from the firms through the use of an online shopping tool. Becoming a GSA schedule contractor increases your opportunity for contracts across all levels of government. Businesses interested in becoming GSA schedule contractors should review the information available at www.gsa.gov/schedules.

7. Make Sure Your Business is Financially Sound

This critical step is absolutely necessary to make sure that your business is financially prepared for the journey ahead. Even if you are able to obtain a government contract, you will not be receiving all of the money at once. It helps to have a clear plan of how your business will stage the benefits of the contract.

8. Search Federal Business Opportunities (FedBizOpps) for Contracting Opportunities

FedBizOpps, is an online service operated by the federal government that announces available business opportunities. FedBizOpps helps identify the needs of federal agencies and available contracting opportunities.

To begin searching for contracting opportunities, go to www.fbo.gov.

9. Marketing Your Business

Registering your business is not enough to obtain a federal contract; you will need to market your business to attract federal agencies. Tips for good marketing are:

- Determine which federal agencies buy your product or service, and get to know them;
- Identify the contracting procedures of those agencies;
- Focus on opportunities in your niche and prioritize them.
- Although not required, you may want to obtain a PSC (Product Services Code) and/or a FSC (Federal Supply Classification). These codes provide additional information about the services and products your business offers.

ADDITIONAL PROCUREMENT RESOURCES

The following federal procurement resources may also be of assistance:

- **The Certificates of Competency (CoC) program** allows a small business, which is the apparent successful offeror, to appeal a contracting officer's non-responsibility determination that it is unable to fulfill the requirements of a specific government contract. The SBA will conduct a detailed review of the firm's technical and financial capabilities to perform on the contract. If the business demonstrates the capability to perform, the SBA issues a Certificate of Competency to the contracting officer, requiring award of that contract to the small business.

- **Procurement Center Representatives (PCR) and Commercial Marketing Representatives (CMR):** PCRs work to increase the small business share of federal procurement awards. CMRs offer many services to small businesses, including counseling on how to obtain subcontracts. To find a PCR or CMR near you, go to www.sba.gov/content/procurement-center-representatives.
- **PTACs (Procurement Technical Assistance Centers):** PTACs provide assistance to businesses that want to sell products and services to federal, state, and/or local government. To find a PTAC in your state, go to www.dla.mil/SmallBusiness/Pages/ptap.aspx.

- **Department of Defense** (The DoD is the largest purchaser of goods from small businesses): www.acq.osd.mil/osbp/
- **Office of Federal Procurement Policy:** www.whitehouse.gov/omb/procurement_default
- **Acquisition Forecast:** www.acquisition.gov/comp/procurement_forecasts/index.html
- **Federal Supply Schedule (FSS):** www.gsa.gov
- **GSA Center for Acquisition Excellence:** www.gsa.gov/portal/content/103487

SBA DISASTER ASSISTANCE

Knowing the Types of Assistance Available for Recovery



The disaster program is SBA's largest direct loan program, and the only SBA program for entities other than small businesses. SBA is responsible for providing affordable, timely and accessible financial assistance to homeowners, renters, non-farm businesses of all sizes and private, nonprofit organizations following declared disasters.

The SBA is authorized by the Small Business Act to make two types of disaster loans:

Physical Disaster Loans

Physical Disaster Loans are the primary source of funding for permanent rebuilding and replacement of uninsured or underinsured disaster-caused damages to privately-owned real and/or personal property. SBA's physical disaster loans are available to homeowners, renters, businesses of all sizes and private nonprofit organizations of all sizes. A homeowner may apply for a loan of up to \$200,000 to repair or replace the primary residence to its pre-disaster condition. Homeowners

or renters may apply for a loan up to \$40,000 to help repair or replace personal property, such as clothing, furniture or automobiles, lost in the disaster. Businesses and private, nonprofit organizations of any size may apply for a loan up to \$2 million (actual loan amounts are based on the amount of uncompensated damage) to repair or replace real property, machinery, equipment, fixtures, inventory and leasehold improvements.

The SBA may increase a loan up to 20 percent of the total amount of disaster damage to real estate as verified by SBA to make improvements that protect the property from similar future disasters.

Economic Injury Disaster Loans

Economic Injury Disaster Loans provide the necessary working capital after a declared disaster until normal operations resume. Small businesses, small agricultural cooperatives, small businesses engaged in aquaculture (fisheries, for example) and private nonprofit organizations of all sizes are eligible to apply for the EIDL, regardless

of whether there was any physical damage. The loan limit is \$2 million. The EIDL helps small businesses meet ordinary and necessary operating expenses as they recover from a disaster. The limit for physical and EIDL loans combined is \$2 million.

The Military Reservists Economic Injury Disaster Loan is a working capital loan for small businesses facing financial loss when the owner or an essential employee is called up to active duty in their role as a military reservist. The loan limit is \$2 million and the business can use the funds to cover operating expenses until the essential employee or business owner is released from active duty.

The SBA can only approve disaster loans to applicants having an acceptable credit history and repayment ability. The terms of each loan are established in accordance with each borrower's ability to repay. The law gives SBA several powerful tools to make disaster loans affordable: low-interest rates (around 4 percent), long-terms (up to 30 years), and refinancing of prior liens (in some cases). As required by law, the



interest rate for each loan is based on SBA's determination of whether the applicant has credit available elsewhere -- the ability to borrow or use their own resources to recover from the disaster.

More information on all of SBA's disaster assistance programs, including information for military reservists, is available at www.sba.gov/disaster.

Disaster Preparedness

For small businesses, recovering from a disaster doesn't begin with clearing the debris and returning to work. Imagine stepping into your store, or restaurant, or the office where you run your business, a day or two after the fire has been contained, the tornado has passed, or floodwaters have receded. First come the questions: "How much will it cost to rebuild? Will my insurance cover all this? How will I pay my employees and vendors and cover the bills during the recovery phase?" Now is a good time to start, or update and test your business continuity plan. And while SBA disaster loans go a long way toward revitalizing communities devastated by the economic fallout that follows disasters, with a solid preparedness plan in place, your

business will be able to recover sooner, without taking on new debt.

Assessing your risks and needs are an important first step in developing your business continuity strategy. The American Red Cross' Ready Rating™ program (www.readyrating.org) is a free online tool that helps businesses get prepared for disaster and other emergencies. With Ready Rating you can evaluate your level of disaster readiness, and you'll get customized feedback on how to establish or expand your disaster plan.

Another useful site -- Ready.gov (www.ready.gov) -- provides practical disaster preparedness tips and checklists for homeowners, renters and businesses. SBA has teamed up with Agility Recovery Solutions to offer business continuity strategies through the "PrepareMyBusiness" website (www.preparemybusiness.org) and monthly disaster planning webinars. Previous topics -- presented by experts in their fields -- have included crisis communications, testing the preparedness plan, and using social media to enhance small business recovery. At the website you can sign up for future webinars, view

previous webinars, and download checklists that give you tips on risk assessment, evacuation plans and flood preparedness, that will help you develop a solid business continuity plan.

Meanwhile, here are a few preparedness tips to consider:

- **Review Your Insurance Coverage.** Contact your insurance agent to find out if your coverage is right for your business and make sure you understand the policy limits. Ask about Business Interruption Insurance, which compensates you for lost income and covers operating expenses if your company has to temporarily shut down after a disaster.
- **Establish a solid supply chain.** If all your vital external vendors and suppliers are local and if the disaster is significantly widespread, you'll all be in the same boat, struggling to recover. It's a good idea to diversify your list of vendors for key supplies to companies outside your area or internationally, if possible. Create a contact list for important contractors and vendors you plan to use in an emergency and find out if those suppliers have a recovery plan in place. Keep this list with other documents filed in a place that's accessible, and also at a protected off-site location.
- **Plan for an alternate location.** Do some research well in advance of the disaster for several alternative places to relocate your company in the event a disaster forces you to shut down indefinitely. Some options include contacting a local real estate agent to get a list of available vacant office space. Make an agreement with a neighboring business to share office space if disaster strikes. If possible, make plans for employees to telecommute until the office has been rebuilt.

The financial and emotional cost of rebuilding a business after a disaster can be overwhelming. However, with a business continuity plan in place, you'll be able to rebound and reopen quickly, and in a better position to contribute to the economic recovery of your community.

As small businesses are leading America's economic recovery, many of them are investing time and money into their plans to grow and create jobs. Developing a strong disaster preparedness plan should be a critical and integral piece of those efforts. Planning for a disaster is the best way of limiting its effects.

ADVOCACY AND OMBUDSMAN

Watching Out for Small Business Interests



OFFICE OF ADVOCACY

The SBA's Office of Advocacy, the "small business watchdog" of the government, examines the role and status of small business in the economy and independently represents the views of small business to federal agencies, Congress, the president and federal appellate courts as friends of the court. The advocacy office compiles and interprets statistics on small business and is the primary entity within the federal government to disseminate small business data.

Headed by the chief counsel for advocacy, the office also funds outside research of small business issues and produces numerous publications to inform policy makers about the important role of small businesses in the economy and the impact of government policies on small businesses. In addition, the office monitors federal agency compliance with the Regulatory Flexibility Act – the law that requires agencies to analyze the impact of their proposed regulations on small entities (including small businesses, small governmental

jurisdictions and small nonprofit organizations), and consider regulatory alternatives that minimize the economic burden on small entities.

Advocacy's mission is enhanced by a team of regional advocates, located in the SBA's 10 regions. They are advocacy's direct link to small business owners, state and local government entities, and organizations that support the interests of small entities. The regional advocates help identify regulatory concerns of small business by monitoring the impact of federal and state policies at the grassroots level.

Learn more about the Office of Advocacy at www.sba.gov/advocacy.

OFFICE OF THE NATIONAL OMBUDSMAN

If excessive fines, penalties or unfair regulatory enforcement by federal agencies are problems for your small business, you have a voice in Washington, D.C., through the SBA's Office of the National Ombudsman.

The ombudsman receives comments regarding federal regulatory

enforcement from small business owners, nonprofit organizations and small government entities. Comments are forwarded to federal agencies for review, and in some cases fines may be lowered or eliminated and decisions changed in favor of the small business owners. Each year the National Ombudsman files a report with the U.S. Congress on the responsiveness of federal agencies regarding their actions of regulatory and compliance enforcement on small businesses.

To request help, send the National Ombudsman a complete Federal Agency Comment Form. You may do this online at www.sba.gov/ombudsman; by fax at 202-481-5719; or by mail at 409 Third Street S.W., Mail Code 2120, Washington, D.C. 20416.

The Ombudsman also coordinates 10 Regional Regulatory Fairness Boards that meet regularly to receive comments about federal regulations affecting small businesses.

Learn more about the National Ombudsman at www.sba.gov/ombudsman or call 888-REG-FAIR.

COMPARISON OF KEY BUSINESS CERTIFICATION PROGRAMS

STATE AND LOCAL PROGRAMS						
	Milwaukee Metropolitan Sewer District	Wisconsin Department of Administration	City of Milwaukee	County of Milwaukee	City of Madison	County of Dane
Legislative or Certifying Authority	Administrative policy 1-78.01	Wisconsin Statute 16.283 (DVB), 16.285 (WBE), and 16.287 (MBE)	Milwaukee Code of Ordinances, Chapter 370	"49 CFR Part 26 and 23 (Subparts DF&E on Federal and County funded projects." Milwaukee County is 1 of 4 certifiers in the state. UCP is mandated in the federal projects	SBE/Madison General Ordinance (MGO) 3.98 DBE-49 CFR Part 26 MBE & WBE-24 CFR 84.44(d). DBE-CFR 85.36(e) 85.36(c). Sec33; HUD Act of 1968	49 CFR Part 26 (Subparts D&E) Also Dane County Ordinance Chapter 19
Business Size	SBA size standards	Not applicable	SBA Size Standards	49 CFR part 26 recipients only up to a statutory cap of \$20,410,000. SBA's Size Standards	SBA Size Standards SBE- \$4 million MBE-WBE-none	SBA Size Standards
Citizenship	Must be owned/controlled by a US citizen.	U.S. citizen or permanent resident	US citizens	"U.S. Citizens or Lawful Admitted Permanent Residents"	Owned and Controlled by US citizens	Owned and Controlled by US citizens
Ethnicity	Not Applicable	Ethnic minorities only (MBE)	Strictly race and gender neutral	Gender and race neutral for DBE	Yes for DBE & MBE	MBE, ESBE, Gender and race neutral DBE
Gender	Not Applicable	Yes, for WBE	Not Applicable	Gender and race neutral for DBE	Yes for WBE & DBE	MBE, ESBE, Gender and race neutral for DBE
Ownership	Not Applicable	At least 51%	At Least 51 %	At Least 51 %	At Least 51%	At Least 51%
Management and Control	Must be US citizen	At least 51%	Must be by the 51 % owner deemed disadvantaged	At Least 51 %	At Least 51%	At Least 51%
Social Qualifications	Not Applicable	Not applicable	Three (3) of four (4) criteria including economic disadvantage. Ask for explanation.	Socially disadvantaged person(s) who owns and controls at least 51 %	Socially disadvantaged person(s) (DBE) not applicable (WBE SBE MBE, Sec3)	Socially disadvantaged person(s) (DBE) MBE 51% Minority owned WBE 51% Women owned ESBE must be in business for 1 year, less than 25 employees, and history of completing projects.
Economic Qualifications	<Less than 2 Million	Not applicable	Mandatory qualifying criteria for SBE Certification.	\$750K personal net worth at time of application and during participation	\$750K personal net worth (DBE) Not applicable (WBE SBE MBE)	\$750K personal net worth (DBE) also US DOT Regulations ESBE sells may not exceed \$3 Million. Not applicable (MBE & WBE)
Age of Business	Not Applicable	At least 1 year	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Fee	None	\$150 for DVB & WBE (3-year certification)	\$50	None	None	None
Participation Limit	None	None	None	None	None	None
Eligibility Review	Every two years	MBE = every year; WBE & DVB = 3 year with annual information update	Every 3 years	Every five years	Every three years (WBE SBE MBE, Sec3) Every five years (DBE)	DBE every 5 years
Major Benefits	Eligible to receive mmsd notification of projects	5% of state purchasing and contracting is targeted for certified MBE & DVB businesses	Technical Assistance and Revolving Loan Program Listed on City's website	Technical Assistance Performance bond on Statewide UCP website Contact Opportunities with 24 UCP Member Municipalities	Eligible to participate toward State goals in federally and city funded contracts, TA, listing in directories and other services	Eligible to participate toward State WISDOT goals for DBE Concession Ares. Dane County targeted Business goals.
Application Submission	MMSD SWMBE Coordinator 260 West Seaboth Street Milwaukee, WI 53204	www.doa.wi.gov	Office of Small Business Development Milwaukee City Hall, Room 606 200 East Wells Street Milwaukee, WI 53202	Milwaukee County Office of Community Business Development Partners - 2711 West Wells Street, 8th Floor, Room 830 Milwaukee, WI 53208	City County Building, Room 523, 210 Martin Luther King, Jr. Blvd. Madison, Wisconsin 53703	Dane County 210 Martin Luther King Jr Blvd City/County Building 421 Madison, WI 53703
Contact Person, telephone number, e-mail addresses.	Jose Galvan (414) 225-2238 jgalvan@mmsd.com	Godwin Amegashie, 608-267-7806, godwin.amegashie@wisconsin.gov WBE Program: Hannah Trudeau (608) 267-0297	Rhonda Kelsey, Purchasing Director 414-286-3506 Rhonda.kelsey@milwaukee.gov Office of Small Business Development Information Line 414-286-5553 Nikki Purvis 414-286-5948 Nikki.purvis@milwaukee.gov	Ruby Brooks (414) 278-4613 Lamont Robinson (414) 278-4749 Lamont.Robinson@milwaukeewi.gov TruPhosa "Tru" Macoblo (414) 278-5037 Tru.Macoblo@milwaukeewi.gov	Collier McInair (608) 266-8610 cmcnaire@cityofmadison.com Norman Davis (608) 267-8759 ndavis@cityofmadison.com	Wesley Sparkman (608) 266-5623 Sparkman.Wesley@dnr.wisconsin.gov
Goals	20% SWMBE participation = 13% MBE, 2% WBE, 5% SBE	5% state procurement goal (DVB & MBE)	Citywide Procurement Goals: Construction - 25% Goods and Services 25% Professional Services - 16%	10.25% Federally- funded projects 17.25% County-funded projects	DBE- 11.75%; SBE -10%; S3 -10%; MBE & WBE - 11.3%	10% participation
Reciprocity	Yes, accepts copies of certifications and supporting documentation from certifiers.	Yes, with UCP members	None	None	Yes, (UCP)	Yes, accepts copies of certifications and supporting documentation from certifiers within the state of WI where applicable
Definitions for Abbreviations: UCP = Unified Certified Program MBE = Minority Business Enterprise WBE = Women Business Enterprise DBE = Disadvantage Business Enterprise SBE = Small Business Enterprise CFR = Code of Federal Regulation HUB = Historically Underutilized Business ESBE = Emerging Small Business Enterprise TA = Technical Assistance						

COMPARISON OF KEY BUSINESS CERTIFICATION PROGRAMS

	FEDERAL PROGRAMS					Non-Governmental Agency
	SBA 8(a) Business Development Program	SBA Small Disadvantaged Business Program	Women Owned Small Business (WOSB) Program Certification	SBA HUBZONE Program	U.S. Dept. of Transportation	WI National Minority Supplier Development Council
Legislative or Certifying Authority	13 CFR Part 124	13 CFR 124.1001	13 C.F.R. § 127.505	13 CFR Part 126	49 CFR Parts 23 and 26	
Business Size	Determined by SBA size standards	Determined by SBA size standards	Determined by SBA size standards	Determined by SBA size standards	SBA size standards	Not applicable
Citizenship	Owned and controlled by US citizen (s)	Owned and controlled by US citizen (s)	Owned and controlled by US citizen (s)	Owned and controlled by US citizen (s)	US citizen or legal permanent resident	U.S. Citizens
Ethnicity	Presumed groups or preponderance of evidence	Presumed groups or preponderance of evidence	Not applicable	Not applicable	Yes, Women and Ethnic minorities	Ethnic Minorities
Gender	None	None	Women Only	None	Yes for Women	Race & Gender Specific MBE
Ownership	At least 51%	At least 51%	At least 51%		At Least 51%	At Least 51%
Management and Control	Disadvantaged full-time manager must hold the highest officer position, in addition, disadvantaged must own, control, and manage concern. Control is not the same as ownership.		Owned and controlled by one or more women, and primarily managed by one or more women.	U.S. Citizen must own, control, and manage the business	Socially and economically disadvantaged persons must have competence and experience in the firm's operations	At Least 51%
Social Qualifications	Socially disadvantaged person(s)		Women owned small businesses Economically disadvantaged women owned small businesses	Principal office in Hubzone. At least 35% of employees must reside in a Hubzone	Socially disadvantaged persons (women, members of minority groups, and socially disadvantaged individuals)	Not Applicable
Economic Qualifications	<\$250K Personal net worth after exclusions at time of application. \$750K personal net after exclusions thereafter	\$750K personal net worth at time of application and during participation	\$750K personal net worth at time of application and during participation	Not Applicable	Personal Net Worth does not exceed \$1.32M (excluding equity in primary residence and value of the DBE firm)	Not Applicable
Age of Business	At Least 2 years	Not Applicable	Not Applicable	Not Applicable	Brand new startup businesses can apply	Not Applicable
Fee	None	None	None	None	None	Initial Certification Cost = \$250 (Annual Re-Certification Cost = \$150)
Participation Limit	9 years maximum	None	None	None	None	None
Eligibility Review	Annually	Self-certified-no review	May Be Conducted at Anytime	Every 3 years	Certification period is indefinite, but a certification eligibility update is performed every five years. Also, firms must submit a No-Change Affidavit annually	Annually
Major Benefits	SBA training and business development sole source contracting Mentor-Protégé program	10% price evaluation preference Meets 2nd tier goals for prime contracts Listed in Sub-Net	Set Aside Contracts Sole Source Contracts	Sole Source Contracting. 10% price adjustment against large bidders (evaluation)	Eligible to participate toward Wisconsin Unified Certification Program (UPC) DBE goals on USDOT- funded projects	Corporate membership in marketing to companies seeking MBE's; Listing in NMSDC Directory; Technical Assistance
Application Submission	Additional info at www.sba.gov Contact local SBA Office for counseling on application process	Go to www.sam.gov to self-certify	Office of Women's Business Ownership 409 3rd Street, S.W. Suite 6600 Washington, DC 20024	US Small Business Administration Office of Small Disadvantaged Business Certification & Eligibility 409 Third Street, S.W., MC 8800, SDB 8th Floor Washington, D.C. 20416	Submit to the WisDOT regional office closest to the firm's office.	Wisconsin Iowa and Central Illinois Minority Supplier Development Council P.O. Box 8577 Madison, Wisconsin 53708-8577
Contact Person, telephone number, e-mail addresses.		Robert Giesfeldt (414) 297-1455 robert.giesfeldt@sba.gov Cheryl Jordan (414) 297-3951 cheryl.jordan@sba.gov Carina Austin (414) 297-1092 carina.austin@sba.gov			John Franklin (608) 264-8721 john.franklin@dot.state.wi.us Rochelle Codlyn (608) 266-6961 rochelle.codlyn@dot.state.wi.us Vincent Fisher (608) 266-8216 vincent.fisher@dot.state.wi.us	Floyd Rose, Ph.D. – President (608) 241-5858 wscroes@aol.com Heather Olson, Manager, Customer Relations & Certifications heather_olson@wicmsdc.org
Goals		Federal agencies goals are established by the Office of Government contracting on a yearly basis.			Varies	
Reciprocity		None			None	36 Regional NMSDC Councils in the United States and Puerto Rico
<p style="text-align: center;">NON GOVERNMENTAL AGENCIES</p> <p>Milwaukee Public Schools (MPS) - MPS accepts listed agency certifications programs - Renee Taylor, (414) 438-3622 taylorrn@milwaukee.k12.wi.us Milwaukee Area Technical (MATC) - MATC accepts listed agency Certifications programs – Ed Bushman (414) 297-6641</p>						

A photograph of a home office. A wooden chair with a green cushion is in the foreground. A white desk holds a laptop, a printer, and a blue desk lamp. A potted plant sits on the desk near a window with a wooden frame. A radiator is visible under the window. The background wall is a warm, reddish-brown color.

OVER FIFTY PERCENT OF THE NATION'S
SMALL BUSINESSES ARE HOME-BASED

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SmallBusiness³
www.smallbusiness3.com

ADDITIONAL RESOURCES

Taking Care of Startup Logistics



Even if you are running a small home-based business, you will have to comply with many local, state and federal regulations. Avoid the temptation to ignore regulatory details. Doing so may avert some red tape in the short term, but could be an obstacle as your business grows. Taking the time to research the applicable regulations is as important as knowing your market. Bear in mind that regulations vary by industry. If you're in the food-service business, for example, you will have to deal with the health department. If you use chemical solvents, you will have environmental compliances to meet. Carefully investigate the regulations that affect your industry. Being out of compliance could leave you unprotected legally, lead to expensive penalties and jeopardize your business.

BUSINESS LICENSES

There are many types of licenses, both state and local as well as professional. Depending on what you do and where you plan to operate, your business may be required to have various state and/or municipal licenses, certificates or permits.

Licenses are typically administered by a variety of state and local departments. Consult your state or local government for assistance.

Wisconsin businesses visits:
www.wisconsin.gov/state/core/wisconsin_online_business_services.html.

FICTITIOUS BUSINESS NAME

Registering your business name, after doing a search to make sure that it is not already in use, protects you from others who might want to use the same name. For more information, contact the county clerk's office in the county where your business is based. If you are a corporation, you'll need to check with the state. Go to the Wisconsin Department of Financial Institutions' webpage <http://www.wdfi.org/corporations>.

BUSINESS INSURANCE

Like home insurance, business insurance protects your business against fire, theft and other losses. Contact your insurance agent or broker. It is prudent for any business to purchase a number of basic types of insurance. Some types of coverage are required by law, others simply make good business sense. The types of insurance listed below are among the most commonly used and are merely a starting point for evaluating the needs of your business.

Liability Insurance – Businesses may incur various forms of liability in conducting their normal activities. One of the most common types is product liability, which may be

incurred when a customer suffers harm from using the product. There are many other types of liability, which are frequently related to specific industries. Liability law is constantly changing. An analysis of your liability insurance needs by a competent professional is vital in determining an adequate and appropriate level of protection for your business.

Property – There are many different types of property insurance and levels of coverage available. It is important to determine the property insurance you need to ensure the continuation of your business and the level of insurance you need to replace or rebuild. You must also understand the terms of the insurance, including any limitations or waivers of coverage.

Business Interruption – While property insurance may pay enough to replace damaged or destroyed equipment or buildings, how will you pay costs such as taxes, utilities and other continuing expenses during the period between when the damage occurs and when the property is replaced? Business Interruption (or "business income") insurance can provide sufficient funds to pay your fixed expenses during a period of time when your business is not operational.

"Key Man" – If you (and/or any other individual) are so critical to the operation of your business that it cannot continue in the event of your illness or death, you should consider "key man" insurance. This type of policy is frequently required by banks or government loan programs. It also can be used to provide continuity of operations during a period of ownership transition caused by the death, incapacitation or absence due to a Title 10 military activation of an owner or other "key" employee.

Automobile – It is obvious that a vehicle owned by your business should be insured for both liability and replacement purposes. What is less obvious is that you may need special insurance (called "non-owned automobile coverage") if you use your personal vehicle on company business. This policy covers the business' liability for any damage which may result from such usage.

Officer and Director – Under most state laws, officers and directors of a corporation may become personally liable for their actions on behalf of the company. This type of policy covers this liability.

Home Office – If you are establishing an office in your home, it is a good idea to contact your homeowners' insurance company to update your policy to include coverage for office equipment. This coverage is not automatically included in a standard homeowner's policy.

TAXES

Taxes are an important and complex aspect of owning and operating a successful business. Your accountant, payroll person, or tax adviser may be very knowledgeable, but there are still many facets of tax law that you should know. The Internal Revenue Service is a great source for tax information. Small Business/Self-Employed Tax Center: www.irs.gov/businesses/small/index.html.

When you are running a business, you don't need to be a tax expert. However, you do need to know some tax basics. The IRS Small Business/Self-Employed Tax Center gives you the information you need to stay tax compliant so your business can thrive.

For Small Business Forms and Publications visit: www.irs.gov/businesses/small/article.html.

Download multiple small business and self-employed forms and publications.

FEDERAL PAYROLL TAX (EIN NUMBERS)

An Employer Identification Number (EIN), also known as a Federal Employer Identification Number (FEIN), is used to identify a business entity. Generally, businesses need an EIN to pay federal withholding tax.

You may apply for an EIN in various ways, one of which is to apply online at www.irs.gov/businesses/small/article/0,,id=102767,00.html. This is a free service offered by the Internal Revenue Service.

Call 800-829-1040 if you have questions. You must check with your state to determine if you need a state number or charter.



FEDERAL SELF-EMPLOYMENT TAX

Every employee must pay Social Security and Medicare taxes. If you are self-employed, your contributions are made through the self-employment tax.

The IRS has publications, counselors and workshops available to help you sort it out. For more information, contact the IRS at 800-829-1040 or www.irs.gov.

SALES TAX EXEMPTION CERTIFICATE

If you plan to sell products, you will need a Sales Tax Exemption Certificate. It allows you to purchase inventory, or materials, which will become part of the product you sell, from suppliers without paying taxes. It requires you to charge sales tax to your customers, which you are responsible for remitting to the state. You will have to pay penalties if it is found that you should have been taxing your products and now owe back taxes to the state. For information on sales tax issues, contact your state government.

FEDERAL INCOME TAX

Like the state income tax, the method of paying federal income taxes depends upon your legal form of business.

Sole Proprietorship: You must file IRS Federal Form Schedule C along with your personal Federal Income Tax return (Form 1040) and any other applicable forms pertaining to gains or losses in your business activity.

Partnership: You must file a Federal Partnership return (Form 1065). This is merely informational to show gross

and net earnings of profit and loss. Also, each partner must report his share of partnership earnings on his individual Form 1040 based on the information from the K-1 filed with the Form 1065.

Corporation: You must file a Federal Corporation Income Tax return (Form 1120). You will also be required to report your earnings from the corporation including salary and other income such as dividends on your personal federal income tax return (Form 1040).

FEDERAL PAYROLL TAX

Federal Withholding Tax: Any business employing a person must register with the IRS and acquire an EIN and pay federal withholding tax at least quarterly. File Form SS-4 with the IRS to obtain your number and required tax forms. Call 800-829-3676 or 800-829-1040 if you have questions.

Wisconsin Department of Revenue

For Wisconsin small businesses, find information business registrations; licensing, permits, sales and use taxes, electronic tax filing, forms and publications for your business. Visit www.revenue.wi.gov/businesses/index.html or call 608-266-2776 for businesses.

Submit a Question to <https://www2.revenue.wi.gov/internet/dorhelp.html>.

IRS WEB PRODUCTS FOR SMALL BUSINESSES

For the most timely and up-to-date tax information, go to www.irs.gov/businesses/small/index.html.

VIRTUAL SMALL BUSINESS WORKSHOP

www.tax.gov/virtualworkshop/

The Virtual Small Business Tax Workshop is the first of a series of video products designed exclusively for small business taxpayers. This workshop helps business owners understand federal tax obligations. The Virtual Small Business Workshop is available on CD at www.irs.gov/businesses/small/article/0,,id=101169,00.html and online www.irsvideos.gov/virtualworkshop/ if you are unable to attend a workshop in person. Small business workshops are designed to help the small business owner understand and fulfill their federal tax responsibilities. Workshops are sponsored and presented by IRS partners who are federal tax specialists.

Workshop topics vary from a general overview of taxes to more specific topics such as recordkeeping and retirement plans. Although most are free, some workshops have fees associated with them. Fees for a workshop are charged by the sponsoring organization, not the IRS.

The IRS's Virtual Small Business Tax Workshop is an interactive resource to help small business owners learn about their federal tax rights and responsibilities. This educational product, available online and on CD consists of nine stand-alone lessons that can be selected and viewed in any sequence. A bookmark feature makes it possible to leave and return to a specific point within the lesson. Users also have access to a list of useful online references that enhance the learning experience by allowing them to view references and the video lessons simultaneously.

Tax Calendar for Small Businesses and Self-Employed (Publication 1518) www.irs.gov/businesses/small/article/0,,id=176080,00.html.

The Tax Calendar for Small Businesses and Self-Employed contains useful information on general business taxes, IRS and SSA customer assistance, electronic filing and paying options, retirement plans, business publications and forms, common tax filing dates, and federal legal holidays.

SOCIAL SECURITY CARDS

All employees must have a Social Security card. It must be signed by its owner, and you should always ask to

see and personally record the Social Security number. Failure to do so may cause your employee to lose benefits and considerable trouble for yourself in back tracking to uncover the error.

Each payday, your employees must receive a statement from you telling them what deductions were made and how many dollars were taken out for each legal purpose. This can be presented in a variety of ways, including on the check as a detachable portion or in the form of an envelope with the items printed and spaces for dollar deductions to be filled in.

EMPLOYEE CONSIDERATIONS Taxes

If you have any employees, including officers of a corporation but not the sole proprietor or partners, you must make periodic payments towards, and/or file quarterly reports about payroll taxes and other mandatory deductions. You may contact these government agencies for information, assistance and forms.

Social Security Administration

800-772-1213
www.ssa.gov

Social Security's Business Services Online

The Social Security Administration now provides free electronic services online at www.socialsecurity.gov/employer/. Once registered for Business Services Online, business owners or their authorized representative can:

- file W-2s online; and
- verify Social Security numbers through the Social Security Number Verification Service, used for all employees prior to preparing and submitting Forms W-2.

Federal Withholding

U.S. Internal Revenue Service
800-829-1040
www.irs.gov

Health Insurance

Compare plans in your area at www.healthcare.gov.

Employee Insurance

If you hire employees you may be required to provide unemployment or workers' compensation insurance.

WORKPLACE DISABILITY PROGRAMS

Americans with Disabilities Act (ADA): For assistance with the ADA, call 800-669-3362 or visit www.ada.gov.



U.S. CITIZENSHIP AND IMMIGRATION SERVICES

The Federal Immigration Reform and Control Act of 1986 requires employers to verify employment eligibility of new employees. The law obligates an employer to process Employment Eligibility Verification Form I-9. The U.S. Citizenship and Immigration Services Office of Business Liaison offers a selection of information bulletins and live assistance through the Employer Hotline. For forms call 800-870-3676, for the Employer Hotline call 800-357-2099.

Citizenship and Immigration Services

USCIS Application Support Center
310 E. Knapp St., 1st Fl., Rm. 154
Milwaukee, WI 53202

In order to visit this office or to speak with an Immigration Information Officer, you must have an appointment scheduled by USCIS, or you must schedule an INFOPASS appointment at <http://infopass.uscis.gov/>.

E-Verify: Employment Eligibility Verification

E-Verify, operated by the Department of Homeland Security in partnership with the Social Security Administration,

is the best--and quickest--way for employers to determine the employment eligibility of new hires. It is a safe, simple, and secure Internet-based system that electronically verifies the Social Security number and employment eligibility information reported on Form I-9. E-Verify is voluntary in most states and there is no charge to use it.

If you are an employer or employee and would like more information about the E-Verify program, please visit www.dhs.gov/E-Verify or contact our Customer Support staff: 1-888-464-4218 Monday – Friday 8 a.m. – 5 p.m. E-mail: e-verify@dhs.gov

SAFETY AND HEALTH REGULATIONS

All businesses with employees are required to comply with state and federal regulations regarding the protection of employees. The Occupational Safety and Health Administration outlines specific health and safety standards adopted by the U.S. Department of Labor. Call 1-800-321-6742 or visit: www.osha.gov.

In Wisconsin, consultation programs for employers are divided into two areas: health and safety. For health consultation contact:

Wisconsin OSHA Health Consultation Program

University of Wisconsin State Laboratory of Hygiene
Environmental Laboratories
2601 Agriculture Dr.
Madison, WI 53707-7996
608-226-5240

Complaints about the health and safety of workers are covered by the U.S. Department of Labor, Occupational Safety and Health Administration (OSHA). There are 4 regional OSHA offices in Wisconsin.

Appleton Area Office

1648 Tri Park Way
Appleton, WI 54914
920-734-4521

Eau Claire Area Office

1310 W. Clairemont Ave.
Eau Claire, WI 54701
715-832-9019

Madison Area Office

4802 E. Broadway
Madison, WI 53716
608-441-5388

Milwaukee Area Office

Henry S. Ruess Building
310 W. Wisconsin Ave.
Milwaukee, WI 53203
414-297-3315

BUSINESS ORGANIZATION: Choosing Your Business Structure

There are many forms of legal structure you may choose for your business. Each legal structure offers organizational options with different tax and liability issues. We suggest you research each legal structure thoroughly and consult a tax accountant and/or attorney prior to making your decision.

The most common organizational structures are sole proprietorships, general and limited partnerships and limited liability companies.

Each structure offers unique tax and liability benefits. If you're uncertain which business format is right for you, you may want to discuss options with a business counselor or attorney.

Sole Proprietorship

One person operating a business as an individual is a sole proprietorship. It's the most common form of business organization. Profits are taxed as income to the owner personally. The personal tax rate is usually lower than the corporate tax rate. The owner has complete control of the business, but faces unlimited liability for its debts. There is very little government regulation or reporting required with this business structure.

General Partnership

A partnership exists when two or more persons join together in the operation and management of a business. Partnerships are subject to relatively little regulation and are fairly easy to establish. A formal partnership agreement is recommended to address potential conflicts such as: who will be

responsible for performing each task; what, if any, consultation is needed between partners before major decisions, and what happens when a partner dies. Under a general partnership each partner is liable for all debts of the business. Profits are taxed as income to the partners based on their ownership percentage.

Limited Partnership

Like a general partnership, a limited partnership is established by an agreement between two or more persons. However, there are two types of partners.

- A general partner has greater control in some aspects of the partnership. For example, only a general partner can decide to dissolve the partnership. General partners have no limits on the dividends they can receive from profit so they incur unlimited liability.
- Limited partners can only receive a share of profits based on the proportional amount of their investment, and liability is similarly limited in proportion to their investment.

LLCs and LLPs

The limited liability company is a relatively new business form. It combines selected corporate and partnership characteristics while still maintaining status as a legal entity distinct from its owners. As a separate entity it can acquire assets, incur liabilities and conduct business. It limits liability for the owners. The limited liability partnership is similar to the LLC, but it is for professional organizations.

Wisconsin State Laboratory of Hygiene WisCon Program

Onsite health and safety consultation - The Wisconsin State Laboratory of Hygiene WisCon Program is a part of the UW-Madison, in conjunction with the U.S. Department of Labor that offers on-site consultation services to assist Wisconsin employers in meeting the obligations and responsibilities covered under the federal Occupational Safety and Health Act.

For more information visit:
www.slh.wisc.edu/wiscon

Department of Natural Resources/ Office of Business Support and Sustainability

Helps businesses and communities develop innovative, flexible programs that exceed current standards for preventing pollution and minimizing waste. <http://dnr.wi.gov/Business/>



BUILDING CODES, PERMITS AND ZONING

It is important to consider zoning regulations when choosing a site for your business. You may not be permitted to conduct business out of your home or engage in industrial activity in a retail district. Contact the business license office in the city or town where the business is located.

BAR CODING

Many stores require bar coding on packaged products. Many industrial and manufacturing companies use bar coding to identify items they receive and ship. There are several companies that can assist businesses with bar-coding needs. You may want to talk with an SBDC, SCORE or WBC counselor for more information.

Federal Registration of Trademarks and Copyrights

Trademarks or service marks are words, phrases, symbols, designs or combinations thereof that identify and distinguish the source of goods. Trademarks may be registered at both the state and federal level. To register a federal trademark, contact:

U.S. Patent and Trademark Office:

P.O. Box 1450
Alexandria, VA 22313-1450
800-786-9199
www.uspto.gov/

Trademark Information Hotline
703-308-9000

STATE REGISTRATION OF A TRADEMARK

Trademarks and service marks may be registered in a state.

Wisconsin Build Your Business

www.wdfr.org/Notary_Public_and_TradeMarks/defaultTrademark.htm

Caution: Federally registered trademarks may conflict with and supersede state registered business and product names.

Patents

A patent is the grant of a property right to the inventor by the U.S. Patent and Trademark Office. It provides the owner with the right to exclude others from making, using, offering for sale or selling the patented item in the United States.

Additional information is provided in the publications, General Information Concerning Patents and other publications distributed through the U.S. Patent and Trademark Office. For more information, contact the:

U.S. Patent and Trademark Office

800-786-9199 • www.uspto.gov

Copyrights

Copyrights protect original works of authorship including literary, dramatic, musical and artistic, and certain other intellectual works. Copyrights do not protect facts, ideas and systems, although it may protect the way these things are expressed. For general information contact:

U.S. Copyright Office

U.S. Library of Congress
James Madison Memorial Building
Washington, DC 20559
202-707-9100 - Order Line
202-707-3000 - Information Line
www.copyright.gov

Exporting

For information on regulations concerning international trade contact:
John Nevell, Regional Manager

International Trade Programs
U.S. Export Assistance Center
200 Adams St., Ste. 2450
Chicago, IL 60606
312-353-8065 • 312-353-8098 Fax
john.nevell@sba.gov

Wisconsin Economic Development Corporation

<http://wedc.org/international>

Lora Klenke, Vice President, International Business Development

608-210-6727
Lora.Klenke@wedc.org
Brad Schneider, Export Development Manager (for businesses new to exports)
608-210-6890
Brad.Schneider@wedc.org

Scott Mosley, Director, Global Capital Strategies

608-210-6717
Scott.Mosley@wedc.org

Stanley Pfrang, Market Development Director, Specialist in India, Middle East and Africa

608-210-6777
Stanley.Pfrang@wedc.org
Mark Rhoda-Reis, Market Development Director, Specialist in Americas and Europe
608-210-6757
Mark.RhodaReis@wedc.org

Beng Yeap, Market Development Director, Specialist in Asia

608-210-6888
Beng.Yeap@wedc.org
Rachel Best, International Events Manager
608-210-6726
Rachel.Best@wedc.org

OTHER ASSISTANCE

OTHER SOURCES OF ASSISTANCE

Chambers of Commerce

Chambers of Commerce serve as a central location where the local small business community may obtain information, publications and contact information. www.2chambers.com/wisconsin1.htm

VETBIZCENTRAL, INC.

711 S. Saginaw St. Ste. 206
Flint, MI 48503
POC: Edward Ronders, Director
866-767-8387 or 810-767-8387
www.vetbizcentral.org/
info@vetbizcentral.org
Also known as the Michigan Veterans Business Resource Center, provides numerous services to Vetrenpreneurs. Assisting Wisconsin, Michigan, Minnesota, Ohio, Indiana and Illinois Veterans, Guard and Reserve Members in the Formation and Expansion of Veteran Owned Businesses.

- Training
- Education
- Mentoring
- Counseling
- Procurement

CENTERGY – CENTRAL WISCONSIN ALLIANCE FOR ECONOMIC DEVELOPMENT

Centergy, Inc.
500 First St., Ste. 15
Wausau, WI 54403
715-843-9563
www.centergy.net/
Centergy, Inc., the Central WI Alliance for Economic Development, is a nonprofit organization created to attract and retain thriving businesses and a high-quality workforce, to foster entrepreneurial activity, and to inspire continuous improvement in our quality of life.

- Advanced Manufacturing Strategies
- Bio-Science Strategies (Includes Energy, Agriculture, Food Processing, Paper, Forestry & Medical Science)
- Entrepreneurship Strategies

NEW NORTH, INC.

1716 Lawrence Dr.
De Pere, WI 54115
920-336-3860
www.thenewnorth.com/
New North is a 501(c)3 nonprofit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. New North is a regional partner to the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin and represents more than 100 private investors.

TRIBAL PROCUREMENT TECHNICAL ASSISTANCE CENTER

Oneida Skenandore Complex
909 Packerland Dr.
Green Bay, WI 54155
Gwen Carr, Program Manager
920-496-7430
<http://faccptac.com/>
The mission of FACC-PTAC is to act as a resource for American Indian Tribes and American Indian-owned businesses. We provide technical assistance for American Indian business development in Wisconsin, Michigan, Minnesota, Iowa, New York, Massachusetts and Maine. FACC-PTAC provides resources for Tribes to build their economic capacity by contracting with Federal, State and local governments. Our mission is to support economic development, sustainability and enhance sovereignty. We are available to answer any questions you may have and we will visit your communities to work with your Tribal Council, individual entrepreneurs and business owners.

MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA)

1401 Constitution Ave. N.W.
Washington, DC 20230
202-482-2332
www.mbda.gov/

Grow your business, Build the Nation – MBDA, a part of the U.S. Department of Commerce is an entrepreneurially focused organization committed to wealth creation in minority communities and economic prosperity for all American businesses. The Agency's mission is to actively promote the growth and competitiveness of large, medium and small minority business enterprises.

WISCONSIN ECONOMIC DEVELOPMENT ASSOCIATION (WEDA)

10 East Doty St., Ste. 500
Madison, WI 53703
608-255-5666
<http://weda.org/>
weda@weda.org
WEDA is Wisconsin's Voice for Economic Development. Our statewide association is a 410+ member organization whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive board and involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts.

WISCONSIN PROCUREMENT INSTITUTE (WPI)

10437 Innovation Dr., Ste. 228
Milwaukee, WI 53226
414-270-3600
Executive Director: Aina Vilumsons
www.wispro.org/ and
info@wispro.org
The Wisconsin Procurement Institute is a non-profit organization established in 1987 to "bridge the gap" for Wisconsin companies interested in supplying their products and/or services to federal, state, local agencies and prime contractors. WPI guides, trains and provides hands-on assistance to firms in developing government business and improving process and technical capabilities to access and compete in the Government marketplace. WPI helps firms:

- Locate Government contracting opportunities
- Identify grants and other sources of funding
- Navigate the Government procurement process
- Prepare proposals and subcontracting plans.
- Understand proposal, contract, and subcontracting issues
- Integrate Electronic Commerce in the procurement process.



OVER FORTY PERCENT OF THE NATION'S SMALL BUSINESSES ARE RUN BY WOMEN

What are you waiting for?

Start small.

With over 17,000 resource listings across the country, we provide you with door-to-door directions to lenders, training, and support that will help you start your own small business.

SmallBusiness³
www.smallbusiness3.com

WEBSITES OF INTEREST

BUSINESS RESOURCES

Acquisition Central www.acquisition.gov/
 American Indian Chamber of Commerce of WI www.aiccw.org/
 Commonwealth Development www.cwd.org/business/
 Federal Business Opportunities www.fbo.gov/
 Federal Marketplace – Sale Resources for Government Contractors www.fedmarket.com
 Federal, State, Local Government RFPs and Bids in WI www.findrfp.com/service/search.aspx?s=Et=WI&tx=26&ty=12
 Federal Trade Commission www.ftc.gov/
 Forward Wisconsin www.forwardwi.com
 General Service Administration (GSA) www.gsa.gov
 Grant Opportunities www.grants.gov/
 Internal Revenue Service www.irs.gov
 Madison Office of Business Resources www.cityofmadison.com/business/OBR/
 MATC Business and Industry Services www.matcmadison.edu/bics
 Milwaukee Business Resources <http://city.milwaukee.gov/BusinessToolbox.htm>
 Minority Business Development Agency www.mbd.gov/
 National Contract Management Association www.ncmahq.org
 National Minority Supplier Development Council www.nmsdconline.com/
 Publications USA <http://publications.usa.gov/USAPubs.php>
 SAM – System for Award Management www.sam.gov/portal/public/SAM/
 Social Security Administration www.ssa.gov
 Tax Number (EIN) www.irs.gov/businesses/small/article/0,,id=98350,00.html
 Thomas Register www.thomasnet.com/
 UW Madison Family Business Center <http://fbc.wisc.edu/>
 UW Office of Procurement www.uwsa.edu/proc/
 U.S. African American Chamber of Commerce <http://aachamber.org/>
 U.S. Pan Asian American Chamber of Commerce www.uspaacc.com/
 U.S. Chamber of Commerce www.uschamber.com/
 U.S. Chamber of Commerce Small Business Nation www.uschambersmallbusinessnation.com/

U.S. Citizenship and Immigration Services www.uscis.gov/portal/site/uscis
 U.S. Copyright Office www.copyright.gov/
 U.S. Dept. of Agriculture www.usda.gov
 U.S. Dept. of Commerce www.commerce.gov
 U.S. Dept. of Labor www.dol.gov
 U.S. Government Web Portal Firstgov www.usa.gov/
 U.S. Hispanic Chamber of Commerce www.usbcc.com/
 U.S. Patent & Trademark Office www.uspto.gov/
 U.S. Women's Chamber of Commerce www.uswcc.org/
 Wage and Hour Federal www.dol.gov/whd/
 Whitehouse www.whitehouse.gov
 Wisconsin Chambers of Commerce Directory www.2chambers.com/wisconsin1.htm
 WI Development Supplier Council www.suppliercouncil.org/
 Wisconsin Register of Deeds Association www.wrdaonline.org/
 Wisconsin Rural Partners www.wirural.org/

WISCONSIN GOVERNMENT

Agriculture, Trade & Consumer Protection <http://datcp.wi.gov/>
 Business Wizard for Wisconsin <http://www2.wisconsin.gov/state/wizard/app/LoadIntro>
 Department of Financial Institutions www.wdfi.org/
 Department of Regulation & Licensing <http://drl.wi.gov/>
 Department of Revenue Business Area www.revenue.wi.gov/businesses/index.html
 Department of Workforce Development <http://dwd.wisconsin.gov/>
 Naming Your Business (WI) www.wisconsin.gov/state/byb/name.html
 Office of the Insurance Commissioner (WI) <http://oci.wi.gov>
 Sales and Use Tax Permits (Wisconsin) www.revenue.wi.gov/salesanduse/index.html
 State of Wisconsin Business Services www.wisconsin.gov/state/core/business.html
 State of Wisconsin VendorNet System <http://vendornet.state.wi.us/vendornet/default.asp>
 Wisconsin Build your Business www.wisconsin.gov/state/byb/index.html
 WI Economic Development Corp. <http://wedc.org/>
 Wisconsin Franchise Information www.wdfi.org/fi/securities/franchise/default.htm

Wisconsin Unemployment <http://dwd.wisconsin.gov/ui/>
 Wisconsin Workers Compensation <http://dwd.wisconsin.gov/wc/>

SBA INTERNET RESOURCES

Advocacy www.sba.gov/advocacy
 Answer Desk www.sba.gov/about-sba-services/contact-sba
 Business Matchmaking www.businessmatchmaking.com/
 Certification Programs www.sba.gov/content/8a-business-development
 Contracting Opportunities www.sba.gov/services/contractingopportunities/index.html
 Disaster Assistance (National) www.sba.gov/about-offices-content/1/2462
 Export Assistance www.sba.gov/aboutsba/sbaprograms/internationaltrade/exportlibrary/index.html

Faith Based & Neighborhood Partnerships www.sba.gov/about-offices-content/1/36
 Federal Acquisition Center www.acquisition.gov/comp/procurement_forecasts/index.html
 Federal Contracting and Business Development www.sba.gov/about-offices-content/1/2467
 FREE Newsletters and Publications Subscription Center www.sba.gov/updates
 HUBZone Certification www.sba.gov/hubzone/
 Lenders Page www.sba.gov/for-lenders
 Management for Growth www.sba.gov/smallbusinessplanner/manage/index.html
 Mentor-Protégé Program www.sba.gov/mentor-protége
 Ombudsman Office (SBA) www.sba.gov/ombudsman
 Podcasts www.sba.gov/tools/audiovideo/Podcasts/index.html
 Region V SBA www.sba.gov/about-offices-content/3/3074
 Small Business VOICE online chat www.sba.gov/content/monthly-web-chat
 SCORE (National) www.score.org
 Small Business Development Centers (WI) www.wisconsinbdc.org/sbdc.htm

Small Business Innovation Research www.sba.gov/content/small-business-innovation-research-program-sbir-0
 Small Business Size Standards www.sba.gov/size
 Special Audiences www.sba.gov/about-sba-services/201
 Sub-Contracting Opportunities (WI) – www.sba.gov/content/subcontracting-opportunities-wv-wy#Wisconsin
 Surety Bond Program www.sba.gov/about-offices-content/1/2891
 Training Area www.sba.gov/category/navigation-structure/counseling-training
 U.S. Small Business Administration (National) www.sba.gov
 U.S. Small Business Administration (WI) www.sba.gov/wi

U.S. Small Business Administration Government Contracting www.sba.gov/about-offices-content/1/2986
 Women's Business Ownership www.sba.gov/about-offices-content/1/2895
 Young Entrepreneurs www.sba.gov/content/young-entrepreneurs

CREDIT INFORMATION

Annual Free Credit Report www.annualcreditreport.com/cra/index.jsp
 Equifax www.equifax.com/home/en_us
 Experian www.experian.com/
 TransUnion www.transunion.com/
 Federal Trade Commission Credit and Loans www.ftc.gov/bcp/menus/consumer/credit.shtm



WISCONSIN SBA 2013 AWARD WINNERS



Small Business Person of the Year

Tom Nieman
Fromm Family Foods, Mequon.
Fromm is a long time manufacturer of high quality pet foods. Nieman shepherded the family business through a major and successful expansion.



Small Business of the Year Honorable Mention

Ed Neumueller, Ray Riddle, Larry DeWerd
Standard Imaging, Middleton.
Standard Imaging is a leading supplier of radiation calibration and quality assurance instruments for health care.



Small Business Exporter REGIONAL WINNER

Joe Kuhn, Owner/President
Contrail Aviation Support, Verona.
Contrail Aviation refurbishes and exports commercial aircraft parts.



Young Entrepreneur

Lexy Frautschy
Ian's Pizza, Milwaukee.
Frautschy moved from student employee to an important executive role in the company, opening two Milwaukee locations of the Madison-based restaurant.



Jeffrey Butland Family Owned Small Business REGIONAL WINNER

Gene, Chris & Deb Anguil
Anguil Environmental Systems, Inc., Milwaukee.
Anguil provides air pollution control systems for industry throughout the world.



Graduate of 8(a) Business Development Program

Jean Thiel
Belonger Corporation, West Bend.
Belonger Corporation is a complete mechanical and plumbing contractor in the specialty trades service industry, providing heating, ventilation, air conditioning, and refrigeration commercial & industrial applications.



Emerging Small Business

Ugo Nwagbaraocha, President
Diamond Discs International, West Allis.
Diamond Discs International provides cutting tools to the construction and infrastructure industries regionally and internationally.



Financial Services Champion

Dan Schneider, Executive Vice President
Wisconsin Business Development Finance Corporation, Monona.
Schneider has advocated for training and education in the financial services industry to improve support for small business.



Women in Business Champion

Ruth Rohlich, Business Development Specialist
City of Madison.
Rohlich has been a tireless advocate for small business and business owners in Madison.



Minority Small Business Champion REGIONAL WINNER

Seyoum Mengesha
Minority Business Development Manager
Wisconsin Economic Development Corporation, Madison.
He facilitated the launch of a statewide Ethnically Diverse Business Coalition.



Veteran Small Business Champion

Patty Conklin
KPH Construction, Madison.
Conklin facilitated the creation of the Emerging Construction Business Incubator to assist small and disadvantaged businesses with entry into the federal marketplace.



Small Business Legal Assistance Award

Jan Pierce
A Business Law Firm, Milwaukee.
Pierce assists small businesses and social entrepreneurs. His firm offers a unique pricing structure to make legal services more easily accessible to small businesses.



Home Based Business Champion REGIONAL WINNER

Carl Bogar
Historic Military Impressions, Kenosha. Bogar has mentored home-based business owners and organized matchmaking events in collaboration with several economic development organizations.



Small Business Development Center (SBDC) Service Excellence

Jim Mishefske, Director
UW Eau Claire SBDC. Mishefske has developed unique partnerships with other economic development organizations in Dunn County from the SBDC's location in Eau Claire County.



Women's Business Center Service Excellence NATIONAL WINNER

Wendy Baumann, President and Chief Visionary Officer, Wisconsin Women's Business Initiative Corporation (WWBIC), Milwaukee.
WWBIC is a statewide organization focused on business creation, expansion and sustainability.



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- Purchase a sign
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- Find an accountant
- Purchase office equipment
- Buy office furniture
- Lease or purchase vehicles
- Find insurance
- Open a bank account

...and they start their search in this magazine!

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